IDG World Update
1996 Index

January 1	Special Issue: Who Are We
	INSERT: Calendar of IDG events Jan. -April
January 8	
IDC	IDC extends reach with opening of Portuguese office
IDG Romania	First Romanian show attracts sellout crowd
IDG Media	*PC Home* sponsors technology centre at show
PC World	*PC World* circulation increased to 1,020,000
CW/IDC	CW, IDC divisions adopt new names
NW	Online: **Colin Ungaro**
Israel	Client/server theme draws 21,000 to Israeli expo
IDG	Regional office managers hold training meeting
NW	*NW* honors Fusion team
IDG Books	IDG Books' **McMillen** snaps the stars
IDG Brazil	10th anniversary: **Vicente de Paulo Tardin**
January 15	
NW, PCW	*NW*, *PCW* jointly sponsor server test center
IDG Australia	IDG Australia plans expanded portfolio in '96
IW	*IW* sales reps honored for outstanding performance
ActiveMedia	*Planet Studio* awards attract international attention
NW	Online: **Colin Ungaro**, part 2
IDG	IDG employees spread holiday cheer (three stories)
IDG	Cartoon caption winners
INSERTS:	Local Loop, Network World Technical Seminars
January 22	
CIO	BBP: Upfront mkt commitment key to WebMaster
IDG MS	IT adv. travel the world w/Global Passport Program
IDG Spain	Royal treatment for IDG Spain (photo, king&queen)
China CW	China CW first to be audited by BPA
IFTW	Second E3 sells out early
IDG Taiwan	IDG name gets visibility at Taiwan's largest IT show
IDG	Online: **Kelly Conlin**
InfoWorld	10th anniversary: **Rachel Parker**

January 29

IDG Newsltrs	*WINSURFER* is first WWW-based Windows nwsltr.
Pakistan	*Computerworld Pakistan* off to strong start
IDG Germany	IDG leads all German IT publishers in total ad pages
IDG Spain	IDG Spain organizes second CW internat'l conference
IW	InfoWorld to co-sponsor first virtual conference
PCW	Online: **Pat Kenealy**
IDC	**Crawford Del Prete** Wins IDC's Peacock Award
IDG Denmark	IDG Denmark's IT training business outclasses rivals
IDG Germany	IDG's offices in Munich move to new quarters
PCW	10th anniversary: **Robert Kanes**

Feb. 5

Macworld	MW saves time, money with videoconferencing
IDG Books	IDG Books Online gets virtual
IPS/Ireland	First Windows World Ireland geared to high-level
IDG Brazil	IDG Brazil marks 20-year milestone with awards
IDG	Online: **Gene Gartlan**
Macworld	MW presence evident throughout MACWORLD Expo
IDC	Staff members receive excellence awards
IPS	WU on the WWW? survey
IDG	New cartoon

Feb. 12

IDG France	*LMI* celebrates 15th year with 1981 prices
CW	New @Computerworld attracts broader audience
IDG Germany	*PC Welt* tops all German monthlies in ad pages
IW	*IW*'s corporate advisory board offers feedback
South Africa	MACWORLD Expo to coincide with Apple anniv.
Macworld	On line: **Colin Crawford**
CW	Interview with @CW Editor **Bill Brandel**
IW	10th anniversary: **Stewart Alsop**

Feb. 19

Brazil	Licensee targest game market with *"PC Player"*
IM New Ven.	Integrated Media plans launch of *Netscape World*
PCW	PC World Online enhances its site
CD Sol.	CD Solutions promotes Internet disc to associations
IDG China	IDG acquires *China Computer Users* magazine
IDG	On line: **Pat McGovern**
IM New Ven.	Advertising on *Netscape World* (sidebar)
IDG China	*China CW* donates to Sichuan educational fund
IDG China	*Telecom World* celebrates first anniversary
IPS	IDG News Services to host Editor's Days
IDG	Dartmouth College student seeks post in Europe
IDG	Answers to Jan. 1 ITrivia contest
INSERT:	**Local Loop**

Feb. 26

IMS/Europe	IMS/Europe seminar shows IDG's global expertise
Web Publ.	*JavaWorld* launches; signs 4,000 early subscribers
IDG	Future Environ't Planning Groups need volunteers
NW, CW	*CW*, *NW* present awards at ComNet '96
IDG	On line: **Jim Casella**
IDG/IDC	IDG/IDC host Market Intelligence Briefing Sessions
IDG	U.S. Editors Meeting planned for July in Boston
IDG Japan	IDG Japan launches *JavaWorld* supplement
IDC	IDC opens Florida office
IDG Brazil	10th anniversary: **Marilena Gonçalves Maia**

March 4

IDG Media	IDG acquires *PC Advisor* in U.K., extends *PCW* line
IDG	IDG holds first Latin American Publishing Institute
PCW	*PCW* launches the test suite PC WorldBench
CW	CW reps offer IT markerters J. Edmonston book
IDG N'lands	IDG Netherlands presents Computer!Totaal awards
Connell	*I-Way 500* ranks best Web sites
IDG	On line: **Kelly Conlin**
CW	CW Lead Management manages TI seminar series
CW	*CW* Editor **Bill Laberis** bids farewell
NW	10th anniversary: **Cheryl Crivello**

March 11

IDG	IDG Global Summit looks at global IT marketing
Bangladesh	IDG signs license for PC World Bangladesh
IDG	IDG Web Discussion Group holds first meeting
Chile	Chilean students use PC World in classrooms
IDG China	Study shows IDG is top IT publisher in China
IDG	**McGovern** and **Conlin** in Irish America Biz 100 list
NW	*Network World* tops peers in ad pages
IDG Australia	On line: **Don Kennedy** (part 1)
IDC Japan	IDC Japan introduces semiconductor research
IDG	List of upcoming U.S. function meetings
List Services	List Services aims to improve on '95's great year
List Services	Who's who in list rentals; the top two IDG lists
IDG	Cartoon caption winners

March 18

IMS/Europe	Survey finds IDG name widely known in Europe
IDC	IDC opens office outside Miami
IMS/IDG	IDG/IMS hosts annual "Ski IDG" event
IDG Australia	On line: **Don Kennedy** (part 2)
IPS	IDG Editors Day planned at Computer Associates
IMS	Achievements of IMS/Europe over past two years
IDG	IDG Online Function Meeting set for June 25-27
IFTW	IDG employees entitled to free E3 pass
IDG China	10th anniversary: two groups of Chinese employees
IDG	New cartoon

March 25

IW	*InfoWorld* plans Intranet demographic edition
IDG Sweden	*Computer Sweden* opts for twice-weekly schedule
IDG	**Bob Metcalfe** tapes radio interview re Internet
NW	*Network World*, PR Newswire host "media coffee"
Vietnam	*PCW Vietnam* leads market in its third year
IDG	On line: **Kelly Conlin**
IDC	IDC Global Fellowship program; guidelines
IDG	(sidebar) IDG Global Fellowship funding
IDG	Travel Update
NW	*Network World* plans *IntraNet Magazine* in June
IDG	Online functional meeting to address Web issues
IDG	GE Business Talk administration changes hands
IDG	Profit margin chart, CW/IW
NW	10th anniversary: **Karen Wallace**

April 1

MW/WE Japan	MACWORLD Expo/Tokyo crowd tops 171,700
IDG	Global Communications Group rolls out Notes apps
MW GPSC	IDG clients can receive GPSC market newsletter
Greece	Greek licensee plans launch of Amiga Computing
Israel	People & Computers produces TeleComNet show
IDG Res.Svcs	On line: **Kathy Dinneen**
IDG	Q&A: **Jeff DeBalko**, IDG Global Communications
IDG	Profit margin chart, PCW
CIO	10th anniversary: **Carol Spach**

April 8

FCW	*FCW* launches Web-based investment newsletter
PCW	*PCW* most read PC publication, Simmons study finds
IDG	Online function meeting rescheduled for July 24-26
ExecuTrain	ExecuTrain signs master franchise in Tokyo
IDG	**Gene Gartlan** resigns
IDG Germany	Computerwoche Client/Server World a success
IDG New Zeal.	IDG New Zealand's first WWW seminar draws crowd
Isreal	People&Computers offers weekly online newsletter
MSD	Seocond annual Gigs party planned for April
IDG	Online: **Jim Casella**
MW	*MW*'s online news service leverages print resources
PCW	PCW Online launches daily news service
IW	IW Electric first online service to feed IDGNS
IPS	Guidelines for using IDGNS content online
IDG	Profit margin chart: Macworld
IDG Brazil	10th anniversary profile: **Diter Stein**

April 15

IDG	IDG's core titles find home in *Ad Age Internat'l*
IFTW	*PC Games* name change mirrons gaming industry
CW	*Client/Server Journal* creates vertical industry pubs
Sri Lanka, Japan, Portugal	New titles planned: *Infolink/PC World* (Sri Lanka), *DTP World* (Japan) and *Dealer World* (Portugal)
PCW	Two Web reviewers praise PC World Online
Germany	*Computerwoche* issues CD-ROM for 20th anniv.
CD Sol	CD Solutions signs agreement with SIGS Pubs.
Norway	**Lars-Egil Saetrang** wins *WU* survey drawing
IDG	On line: **Pat McGovern**
IDC	Highlights from Directions '96 U.S. briefing sessions
IDG	Profit margin chart: networking pubs
IDC	10th anniversary: **Mary Gibbons**

April 22

M W	MW employees connect Calif. schools to Internet
ExecuTr.	ExecuTrain named top computer training franchisor
NW/IDC	NW 500 study reveals top Internet trends
IDG Spain	CW España produces giant issue for 15th anniv.
IDG	Online: Kelly Conlin
FCW	Bob Brewin tracks NATO's IT network in Balkans
ETS	IDG acquires Event Travel Service for expo travel
C W	Profit margin chart: CW
IDG	Cartoon caption winners
INSERT:	**2nd quarter IDG Events Calendar (May-Aug.)**

April 29

N W	*Network World* marks a decade in publishing
C W	CW CareerMail offers job seekers online alerts
IDC	IDC Gov't briefing sessions draw praise
CD Sol.	CD Solutions unwraps conflict resolution series
IDG Books	IDG Midwest staff honored for literacy support
IDG	Online: **Jim Casella**
N W	NW 10 year timeline
N W	NW anniversary issue highlights
IDC U.K.	IDC U.K. supports cancer research
PCW	Profit margin chart: PCW
PCW	10th anniversary: **Jeff Edman**
INSERT:	**Local Loop**

May 6

IDG	IDG image survey shows IDG's leadership
IDCG	IDC Government holds forum on Year 2000 issue
WE Taiwan	First Macworld Expo/Taiwan draws 65,000
IDG	**Bob Metcalfe** authors Packet Communication
IDG	New IDGComm application for ad bookings
IDG Switz.	Online: **Gebhard Osterwalder**
M W	Profit Margin chart: MW
C W	Computer Associates is a "best place to work" in IS
IDG	New cartoon

May 13

FCW	Federal 100 honors achievement, nets profit
PCW	*PCW* brings home three Neals, three Maggies
MW	*MW* editors get mainstream, small screen exposure
IDG Germ.	Online: **York von Heimburg**
Brazil (lic.)	Brazilian licensee launches PC Player
IDG	Travel Update
IDC	IDC veteran **Joan-Carol Brigham** turns to mush
NW	Profit margin chart: Communications pubs
DV Magazine	10th anniversary: **Giorgio Saluti**

May 20

MMW	*Multimedia World* to become *PCW* demo edition
CW	Computerworld Journals Group launches *Elec. Commerce*
ISG	ISG exec urges rethinking of cyberspace publishing models
Philippines	WS Computer Publishing Corp. launches *Click!*
FCW	FCW Group changes name to FCW Gov. Tech. Group
IW	Online: **Jim Martin**
IDC	IDC Latin America opens new office in Miami
IDG	IDG employees display STAR appeal
IW	**Stewart Alsop** ventures forth
CW	Profit margin chart: Computerworld pubs
IW	10th anniversary: **Janell Brown**

May 27

IDG	Long Range Planning Reports focus on global mkt. trends
ICE	IDG puts Internet show hopes on ICE
WEC Asia	IDG Singapore, WEC Asia collaborate on first ISS
IDC	IDC librarians showcase bestsellers on both coasts
IW	Online: **Jim Martin**
PCW	Profit margin chart: PC World pubs
CW	10th anniversary: **Lorraine Witzell**

June 3

Web Publ.	Web Publishing, Inc., establishes Global Web Support Ctr.
NW	Network World Fusion adds more firsts
IDG	Reminder about Long Range Planning Report passwords
IDG	Online: **Kelly Conlin**
NW	Best Business Practices: NW Fusion's "virtual dept."
Bulgaria	*CW Bulgaria* showcases advertisers in gift calendar
IDC Argentina	New team devoted to IDC research in Argentina
MW	Profit margin chart: Macworld pubs
CW	10th anniversary: **Linda Gorgone**

June 10

IDG	Publishing Institute now in ninth year
IDG France, Italy	IDG France and IDG Italy reorganize for customer focus
IDG Spain	*PC World España* fields soccer team
N W	Network World launches IntraNet Magazine
DV	IDG sells *Digital Video* to Miller Freeman
CD Sol	IDG divests CD Solutions to **Paul Earl**'s mgmt. group
IDG	Listing of non-U.S. business units ahead of plan
IDG	On line: **Jim Casella**
IDG	Group shots of European PI, Mgmt PI (Calif.)
NW/IDG	**Evilee Thibeault**'s "words of wisdom" re leadership
IDG	Listing of IDG's various publishing training courses
IDG	Profit margin chart: Communications publications
IDG	Cartoon caption winners
INSERT:	Corporate Boviard STAR Award nomination form

June 17

IFTW	Second annual Electronic Entertainment Expo takes off
CW	**Paul Gillin** captains the East Coast Computer Bowl team
IDG	Computer Bowl trivia quiz
IDG Taiwan	IDG Taiwan Invites Readers to Cyberworld
IDG Germany	*PC Welt* celebrates two years of PC Welt Online
PCW	*PCW* to increase circulation rate base to 1,101,000
IDG Switz	*Macworld Schweiz* launches home page
Ireland	Irish licensee *ComputerScope* launces Web site
IDG Romania	On line: **Mihaela Gorodcov**
IDG	First photo calendar contest announement
CW/IW	Profit margin chart: CW/IW
IDG	New cartoon

June 24

IDG	Asia/Pacific managers meet in Australia
IDG	ComNet Prague beats previous records
PCW	PCW illustrations win SPOTS competition awards
M W	*Macworld* plans release of virtual expo CD-ROM
IDG Turkey	"Upgrade" disc propels *PCW Türkiye* to record sales
IDC	PC Market Outlook conference planned for Sept.
IDG	IDG's home page seeks Web sites not currently listed
IDG Romania	On line: **Mihaela Gorodcov**
IDG	Travel Update
IDG Taiwan	IDG Taiwan staff travels to the Philippines
IDG	Profit market chart: PCW
IDG Austria	10th anniversary: **Manfred Weiss**
INSERT:	**IDG U.S. Update (first edition)**
	- IDG signs new 401(k) provider
	- IDG instructors teach two West Coast training programs
	- IDG welcomes "Take Daughters to Work" youngsters
	- IDG among top five private companies in Mass.
	- Local Loop classified ads

July 1

IDC	IDC, World Times create Informtaion Imperative Index
N W	NW's *IntraNet Magazine* to sponsor first Intranet Awards
IDG	IDG's interest in World Times, Inc.
IDG Norway	Chess match lures crowds, media to PC Expo in Norway
IDG Germany	*PC Welt* finds revenues in German consumer ad market
IDC	IDC earns high ratings in annual customer survey
IDG Paper Sply.	On line: **Charlie Wemyss**, IDG Paper Supply Co.
IDC/NW/FCW	IDG units involved in Nat'l Info. Infrastructure Awards
Portugal	*Dealer World Portugal* joins ranks of reseller pubs
IDG	Notice about IDG employee photo calendar contest
IDG	**Bob Metcalfe** receives IEEE Medal of Honor
N W	10th anniversary: **Jack McDonough**

July 8

IDG	IDG prevails at Computer Press Awards
IDG France	*WebMaster* to aid French businesses on the Internet
CW	*Computerworld* takes wraps off intranet supplement
IDG	On line: **Pat McGovern**
PCW	PCW holds product line mtgs. in Costa Rica, Marrakech
IDC	Eight IDC employees earn excellence awards in Q2 and Q3.
PCW	*PC World* trivia contest

July 15

IMS/IDG	IDG holds first Latin American Global Summit
Germany	Computerwoche Verlag tests *Global Online*
N W	Network World Fusion offers online product directory
Colombia	*Computerworld Colombia* wins IT journalism award
IDG	CW/IW GPSC to hold circulation meeting in Sept.
IDG	Circulation functional meeting rescheduled for Sept.
IDG Paper Sply.	On line: **Charlie Wemyss**, IDG Paper Supply Co.
IDC	Three employees discuss their IDC Global Fellowships
IT Channel. Svcs	IT Channel Services tests lead referrals for resellers
IDG	IDC facts about Latin American IT market
N W	10th anniversary: **Jim Brown**

July 22

IDG	Enhanced IDG home page reflects global resources
IDG Turkey	Windows World Turkey makes smashing expo debut
IDG Turkey	*Windows World Turkey* launches as quarterly title
IDC	Directions '96 briefings held in Argentina, Chile, Brazil
IDG	IDG Web sites get high marks from Magellan reviews
IDG Turkey	IDG Turkey publishes *Network World*
Uruguay	Uruguay licensee drops *PCW* for *IW* supplement
NW/IDC	*NW*, IDC team up for West Coast media coffees
IDG Germany	Ad volume growth for IDG Magazines is tops in Germany
IDG Switz.	Special issue of *CW Schweiz* planned for Sept. 9
IDG	On line: **Pat McGovern**
Israel	New Israeli licensee to revamp title into *MW Israel*
Bulgaria	Bulgarian catalog links advertisers with partners
IDG	IDG Institute caters to senior execs worldwide
IDG	Cartoon caption winners

August 12

M W	Macworld Expo/Boston rallies the troops
PCW	PC World Communications launches *The Web*
Kenya	New licensee tapped for *PC World East Africa*
IDG Books	IDG's Dummies Press inks deal with AT&T WorldNet
IDG	*Business Week* contrasts IDG and Softbank (PJM sidebar)
IDG	On line: **Kelly Conlin**
Canada	WebWorld targest business users in Canada
IDG	**Nancy Hannagan** and **Jim Sullivan** earn STAR Awards
IDG	Call for listings in *IDG World Update*'s events calendar
INSERT:	Call for photos for employee photo calendar contest

August 19

IDG	Online Functional Meeting highlights Web's growing role
IDG Hungary	Cybercafe brings computer access to Budapest browsers
N W	NW sales assistants profit from association
IDG Nwsltrs	IDG Newsletters announces *PowerBook Companion*
IDG	IDG well-represented in the Ad Age 300
Bangladesh	*PC World Bangladesh* launches in July
IDG Germany	*Computerwoche* sports redesign
IDG	On line: **David Hill**
IDG	IDG runners in Chase Corporate Challenge in Boston
IDG	"Tagline Trivia" contest

August 29

IDG	"From the backroom to the boardroom" (1st jobs for execs)
CW/IMS	**Mike Rogers** goes to CW; **Kevin McPherson** to IMS
IDG	IDG reaps 22 ASBPE awards
IDG	On line: **Kelly Conlin**
IDG	New cartoon contest
INSERT:	**U.S. Update** - IDG's East Coast HR group steps up training efforts - INROADs promotes diversity and excellence - IDG raises more than $50,000 in two AIDS walks - IDG improves receptionist survey - IDG-tested trainers now in training and consultants db - Local Loop classifieds

Sept. 2

IDG	IDG launches IDG Central for online employee info
FCW	FCW Group announces launch of *Civic.com*
N W	Network World's *NW Lite* newsletter targets marketers
IMS	IMS hosts golf outing for clients at Pebble Beach
M W	Macworld Online marks first anniversary
Greece	*GamePro Greece*'s Sept. issue yields most ads ever
IDC	On line: **Kirk Campbell**
Finland	*Tietoverrko* staff participate in mega-run through Finland
IDG	**Pat McGovern**'s first job
IDG	Update those "Who Are We Statements" (list attached)
INSERT:	**IDG Events Calendar (Sept.-Dec. 1996)**

Sept. 9

N W	Networld World Global Product Support Center created
IDG Denmark	*PCW Danmark* launches Internet World supplement
CIO	*CIO*'s first WebMaster Conference draws overflow crowd
IDG	On line: **Jim Casella**
IDG Denmark	*PCW Danmark* launches enhanced Web site
IDG Denmark	*PCW Danmark* dominates local market
IDG	List of *Network World* product line titles (18)
IDG Mexico	IDG Mexico produces country's only IT buyer's guide
IDG	Check it out! IDG Central is up and running
IDG	Cartoon caption winners

Sept. 16

IDGNL	IDG Newsletters' Tip World expands rapidly
Russia	*CIO Russia* debuts
Russia/CIO	*CIO* U.S. pre-press partner is part of *CIO Russia* venture
IDG Books	Dummies press establishes its own Web site
IDC Europe	IDC Europe launches Eur. Internet/Intranet Market Svc.
IDG	IDG ranks moves up to No. 32 on Ad Age media list
FCW	*Gov't Best Buys* has network products, *NW* audience
CW	CW Lead Management Group aquired by Harte-Hanks
Web Publ.	On line: **Michael McCarthy**
IDC	IDC Research Venture Fund names first project
IDG	Travel column: reprint of frequent flyer benefits chart
IDG	IDG Central focus: online forums
Misc.	Quote from Marc Andreesen

Sept. 23

Publish	*Publish* marks 10 years
Latvia	IDG signs license for *PCW* in Latvia
GP	GamePro TV debuts
PCW	*PCW* named finalist in consumer magazine circ award
IDG Norway	IDG Norway launches *Datamagasinet* for consumers
IMS	On line: **Peter Horan**
IPS	IDG News Service adds Asia bureau in Hong Kong
IPS/CW/HK	*CW Hong Kong* reporter shares scoop via News Service
Publish	*Publish* World Village goes online
IDG	IDG Central Update: Online HR resources can save time
IDG	10th anniversary: **Keith Arnot**

Sept. 30

ICE	Internet Commerce Expo debuts
IMS	IMS rolls out Wave VII of "Buying IT inthe '90s"
IDC	IDC sponsors first Internet Market Outlook conference
IW	IW Test Center goes on the road at ICE
IMS	On line: **Peter Horan**
PCW	PCW's *The Annex* looks at computing's human side
IDG	Cartoon caption winners

Oct. 7

PCW	**Rich Marino** named CEO; **Kenealy** to head new venture
CW/IW	*CW/IW* circulation managers share strategies
IDG Australia	IDG Australia launches *Publish Australia*
China	China Computerworld Expo tallies record numbers
Taiwan	Second Macworld Expo/Taipei set for May 1997
CW	Walt Disney Pictures asks *CW* to appear in *Flubber*
IDG Books	On line: **Steve Berkowitz**
IDG France	IDG France launches *Macworld* in *Golden*'s place
Publish	*Publish* breaks its previous revenue record
IDG Brazil	IDG Brazil tries ad/subscription combo to boost circ.
IDC	25th anniversary: **Eileen O'Brien**

Oct. 14

IDC	IDC's European IT Forum targets Internet issues
WE/Asia	Information Superhighway Summit/Asia debuts
IDG China	*China CW* hosts client/server conference
IDG	**Bob Metcalfe**'s technology salon mentors entrepreneurs
IDG Books	On line: **Steve Berkowitz**
IDC	Gates, Ellison debate "Internet applicances" at IT Forum
IDC	Statistics abound at European IT Forum
IDG News Svcs	IDG News Service invites peers to Comdex newsroom
WE/Asia	IDG Singapore's event group joins World Expo/Asia
IDG	Cartoon caption contest

Oct. 21

IDG	IDG contributes expertise to trade missions
IDG Germany	Macworld Expo '96 yields best figures for Frankfurt
N W	*Network World* introduces Intranet Award winners
IDC	IDC opens its first market research center in Russia
IDG China	IDG launches China's first Internet publication
IDG	On line: **Kelly Conlin**
IDG	European managers meet in Munich
IDG	IDG gains entree to state trade associations
IDG Austria	IDG Austria celebrates 10 years of publishing
IDG	"IDG Itrivia": *Computerworld* product line

Oct. 28

IDG Nether.	Dutch market welcomes *InfoWorld Nederland*
C W	CW's CareerAgent builds IS careers
South Africa	South African PC users get local version of *PC World*
IDG	*Upside* article profiles IDG
Kenya	New IDG licensee presents *PC World East Africa*
IDG	On line: **Pat McGovern**
IDG Nether.	Analyzing competitor VNU
IDG Hong Kong	*PC World Hong Kong* seeks editor
C W	CW Profess. Devel. Group marks revenue milestones
IDG	IDG journalists invited to News Service Comdex suite
IDG	Winners named in '97 Employee Photo Calendar Contest
IDG Newsletters.	Celebrating 10: **David Bromley**
INSERT:	**U.S. Update**
	- *Network World* sales team marks 1996 milestones
	- TipWorld's daily circulation hits 300,000
	- IPS/IW staff donate Celtics tickets
	- Local Loop

Nov. 4

IDG Denmark	IDG Denmark's Web-based job database set to launch
IDG	Ogilvy & Mather taps IMS' and IDC's expertise for IBM
IDG	*CW, NW, CIO, Webmaster* reap various *Folio* awards
IDG News Svce.	IDG News Service image bank accepts first deposit
Pakistan	License terminated with MICRO Publications in Pakistan
GP	GamePro Online one of Web's top gaming sites
IDG Switz.	Special issue planned for *CW Schweiz*
IDG	On line: **Jim Casella**
I W	**Jim Martin** gets gig as technology expert on log-on tv
IDG	IDG Central Online contest

Nov. 11

IMS	IMS forms EAT Team to increase client spending
IDC	IDC template reduces production time and costs
N W	NW staff members to be featured on television shows
CW Australia	CW Australia awards memorial scholarship
CW	CW's Webzine, *Emmerce,* to explore electronic commerce
IDG	Win dinner for two through the IDG central contest
Computerwoche	On line: **Ralph Peter Rauchfuss**
IMS	**Andy Hart** outlines how EAT will operate
IDG	GE BusinessTalk system being phased out
IDC	Celebrating 10: **Ken Hoyt**

Nov. 18

IDG	IDG signs license for *Computerworld* in Croatia
IDG Books	*...For Dummies* series turns five
PC World	*PC World*'s December issue surges to record revenue
IDG Switz.	IDG Switz. plans relaunch of *PCtip* as stand-alone title
ExecuTrain	ExecuTrain expands in China, Sweden, Mediterranean
IDG	Last chance to win dinner through IDG central contest
Computerwoche	On line: **Ralph Peter Rauchfuss**
IDG Books	Strength of Dummies evident at Frankfurt Book Fair
IDG Books	IDG encouraging global use of word "Dummies"
IDC	IDC honors top salespeople at annual awards ceremony
IDG	Cartoon caption winners
CW	Celebrating 10: **Peter M. Kelly**

Nov. 25

IDG	IDG to release industry's first multi-site audit
NW Fusion	NW Fusion first in the industry to receive Web audit
PCW	*PCW, Family Circle* co-publish women's computer guide
IDG	Bob Metcalfe, *InfoWorld* host technology salon
CW	*Computerworld* unveils new look
IDG	On line: **Jim Casella**
IDC	IDC updates top clients on key progress made during 1996
IDG	In-house temp programs offer convenience and savings
IDG	Tagline trivia and IDG Central Contest winners

Dec. 2	
IMS	IMS concludes “Buying IT in the ’90s” world tour
IDG	IDG directory provides global business unit info for all
IDC	IDC recognizes 4 employees and Research Template Team
IDG	On line: **Kelly Conlin**
IDG	IDG gets coverage in *Forbes ASAP*, *Forbes* and *Upside*
IDG	The IDG Directory goes on line
CW Romania	*Computerworld Romania* celebrates three years
IMS	IMS staff creates award-winning pumpkin sculpture
IDC	Celebrating 10: **Michael Sullivan-Trainor**
Dec. 9	
IDG	IDG’s three U.S. weeklies join in Enterprise World plan
IDG	Over 40 unit managers convene at WWMM in S. F.
IDG	IDG lights up Las Vegas and Comdex
CIO	On line: **Joe Levy**
IDG	14 managers honored for outstanding performance
IDG Denmark	Danish ensemble, the IDG’eeS, perform at WWMM
Macworld	*Macworld* holds publishing overview for new employees
IDG Research	Celebrating 10: **Judd Aschenbrand**
Dec. 16	
IDG Romania	ROCS ’96 hailed as Romania’s premier expo
Publish Austr.	*Publish Australia* plunges into CtP technology
N W	**Heidi Creighton** offers public relations tips on the Web
IDG Hungary	Webzine *Internetto* voted as No. 1 Hungarian web site
IDG	Licensees launch titles in Sri Lanka, Croatia and Latvia
CIO	On line: **Joe Levy**
PCW/MW/Publ.	*PCW*, *MW* and *Publish* readying for the CtP switch
IDG China	**McGovern** visits IDG China offices and partners
IDG	Celebrating 10: **Janet Glynn**
INSERT:	**Corporate Boviard STAR Award Program nomination**
Dec. 23	The Way We Were: A Look Back at 1996

Volume 26, Number 1 • SPECIAL ISSUE • January 1, 1996

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG: Who Are We?

INTERNATIONAL DATA GROUP

Who are we? We're publishing. With more than 250 newspapers and magazines in 68 countries around the world, we're the world's premier provider of IT information.

We're market research and analysis. With over 40 offices around the world, IDC is the leading supplier of IT market research and analysis.

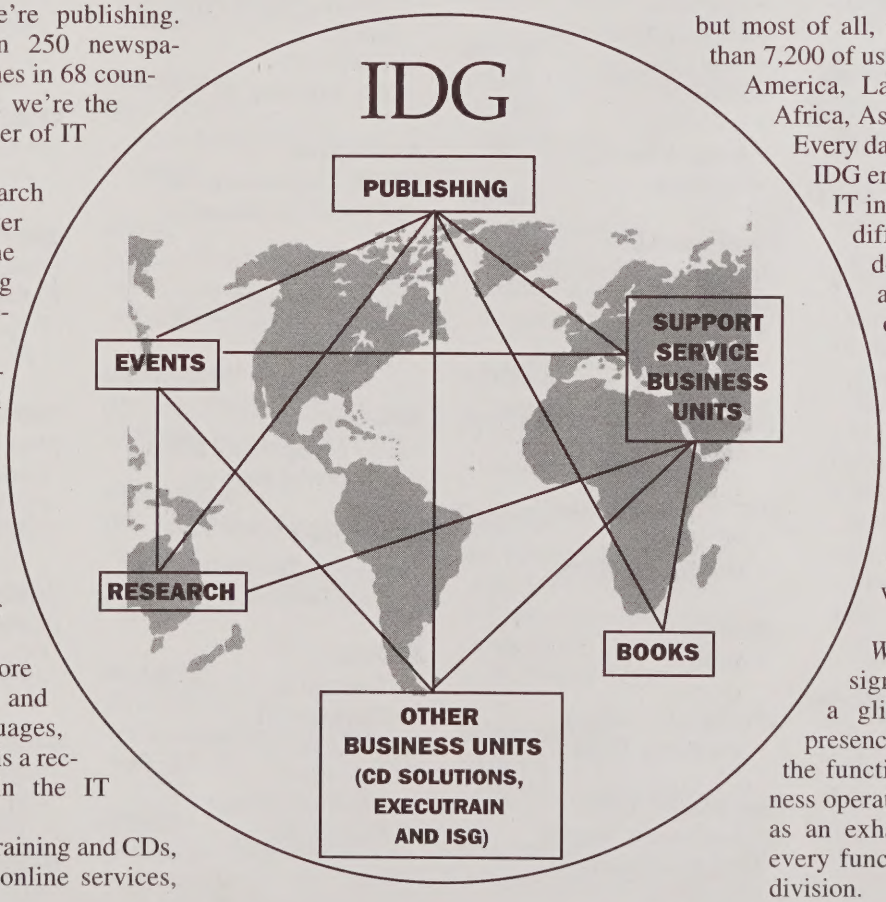
We're computer expositions. IDG World Expo is a worldwide sponsor of leading IT trade shows and conferences, and business units in all corners of the globe organize events tailored to their local markets.

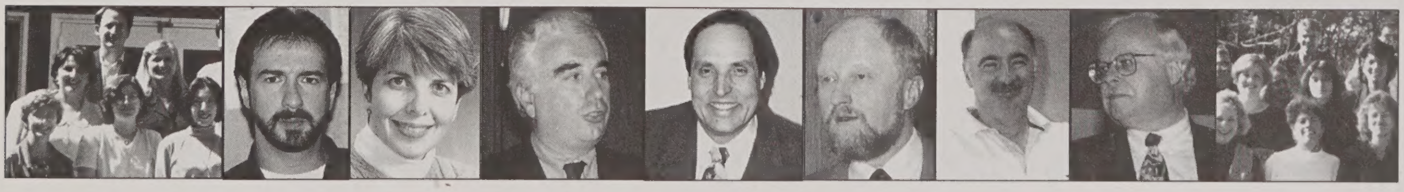
We're books. With more than 300 titles in print and translations in 28 languages, IDG Books Worldwide is a recognized powerhouse in the IT book publishing field.

Who are we? We're training and CDs, we're newsletters and online services, but most of all, we're people — more than 7,200 of us in offices across North America, Latin America, Europe, Africa, Asia and the Pacific Rim. Every day, all around the world, IDG employees are delivering IT industry data — in many different forms — to vendors, corporate users, and individuals in small offices or at home.

As the graphic on this page illustrates, one of IDG's strengths is the interconnectedness of the company's different disciplines, which offers customers a wealth of resources.

This issue of *IDG World Update* is designed to give employees a glimpse of IDG's vast presence around the world and the functions of its major business operations. It is not intended as an exhaustive description of every functional activity in each division.


IDG
PUBLISHING
EVENTS
SUPPORT SERVICE BUSINESS UNITS
RESEARCH
BOOKS
OTHER BUSINESS UNITS (CD SOLUTIONS, EXECUTRAIN AND ISG)



PUBLISHING

IDG publications in print as of December 1995. Books are not included. Offices in countries listed are wholly owned subsidiaries, e.g. IDG Argentina and IDG Australia. Licensees and joint ventures are identified as follows:

*** = licensee**
**** = joint venture**

UNITED STATES

Falls Church, Va.
(FCW Group, Inc.)
- *Federal Computer Week*

Framingham
(CIO Communications)
- *CIO*
- *WebMaster*

(Computerworld, Inc.)
- *Computerworld*
- *Computerworld Client/ Server Journal*
- *Premier 100*
- *CW Global 100*
- *CW Best Places to Work*
- *CW Campus Edition*

(Network World, Inc.)
- *Network World*

Boston
(IDG Newsletters)
- *Winsurfer*
- *Windows 95 Tip-a-Day*
- *Do It With Windows 95*
- *Do It With Macintosh*
- *Do It With Microsoft Office*
- *Do It With Lotus SmartSuite*
- *Do It With Microsoft Publisher*
- *The Notes Report*
- *Do It With Lotus 1-2-3*

San Francisco and Bedford, N.H.
(ActiveMedia Inc.)
- *Digital Video*
- *Full Motion*
- *Planet Studio*

Peterborough, N.H., Nashville, Tenn., Little Rock, Ark. and Cambridge, Mass.
(Connell Communications)
- *DOS World*
- *Maximize*
- *I+way*
- *Cable in the Classroom*
- *CD Review*
- *Game Hits*
- *Video Event*
- *Take One*
- *Coming Attractions*
- *New Country*
- *Shout!*
- *Sol A Sol*
- *Better Viewing*
- *Stargazer*

San Francisco
(Integrated Media, Inc. New Ventures)
- *Netscape World*
(to launch in Feb. 1996)

(Macworld Communications)
- *Macworld*

(PC World Communications)
- *PC World*
- *Multimedia World*

(Publish)
- *Publish*

(SunWorld Online)
- *SunWorld Online*

San Mateo, Calif.
(Infotainment World)
- *PC Entertainment*
- *GamePro*

(InfoWorld Publishing Corp.)
- *InfoWorld*

ARGENTINA
- *Computerworld*
- *Infoworld*
- *PC World*
- *CW Client/Server Journal*

AUSTRALIA
- *Computerworld*
- *Australian Macworld*
- *Mobile Business Australia*
- *Network World Australia*
- *Australian PC World*
- *Reseller*
- *Computer Living*
- *The Computing 100*
- *The Macworld Product Guide*
- *The PC 50*
- *The Software 50*

AUSTRALIA *
(DWR Communications)
- *Publishing Essentials*

AUSTRIA
- *Computerwelt*
- *PCtip*
- *Networks*

BELARUS*
(ZAO Komputerny Mir)
- *PC World Belarus*

BELGIUM*
(Diligentia Business Press)
- *Data News* (CW)

BRAZIL
- *Anuario de Informatica*
- *Connections*
- *Computerworld*
- *Macworld*
- *PC World Brazil*
- *Publish Brazil*

BRAZIL*
(Comunicações, Lazer e Cultura)
- *Super Game*
- *Super Game Power*
- *SwatPro*

BULGARIA**
(IDG Technika Communications)
- *PC & Mac World Bulgaria*
- *Network World Bulgaria*
- *Computerworld Bulgaria*

CANADA**
(Laurentian Technomedia)
- *CIO*
- *Computerworld Canada*
- *Info Canada*
- *Network World Canada*
- *Client Server World*

PUERTO RICO*
(Trejos Hermanos Sucesores)
- *PC World Puerto Rico*

CENTRAL AMERICA*
Guatemala, Honduras, El Salvador, Nicaragua
(Trejos Hermanos Sucesores)
- *PC World Centro America*

CHILE*
(Publicaciones en Computacion Ltda.)
- *Computerworld Chile*
- *PC World Chile*

COLOMBIA*
(Inviarco Ltd.)
- *Computerworld Colombia*
- *PC World Colombia*

COSTA RICA*
(Trejos Hermanos Sucesores)
- *PC World Costa Rica*

CZECH REPUBLIC
- *Computerworld*

PUBLISHING

- *Elektronika*
- *PC World*
- *Macworld*

DENMARK
- *Communications World*
- *ComputerWorld Danmark*
- *PC Produktguide*
- *PC World Danmark*
- *Mac World Danmark*
- *Tech World*
- *PC Privat*

ECUADOR*
(Ediworld, Ltda.)
- *PC World Ecuador*

EGYPT*
(World Publishing Ltd.)
- *Computerworld Middle East*
- *PC World Middle East*

FINLAND*
(Oy Talentum Ab)
- *MikroPC* (PCW)
- *Tietoverkko* (NW)
- *Tietoviikko* (CW)

FRANCE
- *Le Guide du Monde Informatique*
- *Le Monde Informatique*
- *Reseaux & Telecoms*
- *Distributique*
- *Distributique Hebdo*
- *Distributique Massmarket*
- *InfoPC*
- *Golden*

GERMANY
(IDG Magazines Verlag)
- *Macwelt*
- *PC Welt*

GERMANY
(Computerwoche Verlag)
- *Computerwoche*
- *Computerwoche Focus*
- *Computerwoche Extra*
- *I/M Information Management*
- *Computer Partner*

GREECE*
(Delta Graph)
- *GamePro Greece*
- *Multimedia World Greece*

HONG KONG
- *Computerworld Hong Kong*
- *PC World Hong Kong*

HUNGARY
- *PC & Mac World Hungary*
- *Computerworld Számítástechnika*
- *PC-X Magazine*
- *ABCD CD-ROM*

ICELAND*
(HEMRA, hf.)
- *Tölvuheimur/PC World Island*

INDIA*
(Media Transasia India, Ltd.)
- *IS Computerworld India*
- *PC World India*

INDONESIA*
(Pt Jawa Media Komputama)
- *KompuTek/Computerworld*

INDONESIA*
(PT Penerbitan Sarana Informatika)
- *InfoKomputer/PC World Indonesia*

IRELAND*
(Computerscope)
- *ComputerScope* (CW)
- *PC Live!*

ISRAEL*
(People & Computers)
- *PC World 32 Bit*
- *People & Computers*

ITALY
- *Computerworld*
- *Lotus Magazine*
- *Macworld*
- *Networking*
- *PC Shopping*
- *PC World*
- *PC World/Walt Disney*

JAPAN
(IDG Communications)
- *Computerworld Today*
- *Sun World*
- *Windows World Japan*
- *Open World*
- *OS/2 World*
- *Home Computing*
- *HP Open World*
- *Windows NT World*

JAPAN
(Macworld Communications Japan)
- *Macworld*

JAPAN*
(Nikkei Business Publications)
- *Nikkei Personal Computing* (PCW)

KENYA*
(Compunews Publishers Ltd.)
- *East African Computer News* (PCW/CW)

KOREA*
(Hi Tech Information, Inc.)
- *Hi Tech Information/Computerworld Korea*
- *Macworld Korea*
- *PC World Korea*

MACEDONIA*
(Astor d.o.o.)
- *PC World Macedonia*

MALAYSIA
- *Computerworld Malaysia*

MALAYSIA*
(Communications Resources Pte. Ltd., Singapore)
- *PC World Malaysia*

MEXICO
- *Computerworld Mexico*
- *Macworld*
- *PC World Mexico*

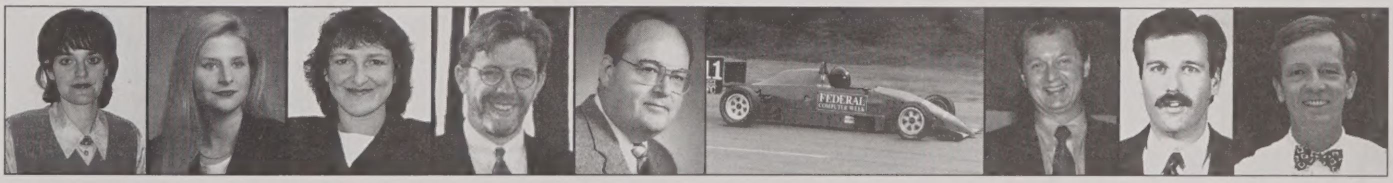
MYANMAR*
(Today Media Group)
- *PC World Myanmar*

NETHERLANDS
- *Computer! Totaal*
- *LAN Internetworking Magazine*
- *MacWorld*
- *Net*

NETHERLANDS*
(VNU Business Publications)
- *Computable* (CW)

NEW ZEALAND
- *Absolute Beginner's Guide to Buying a PC*
- *Computer Buyer*
- *Computerworld*
- *Computerworld New Zealand Computer Industry Directory*
- *e2*
- *Marketing Edge*
- *MTB Management Technology Briefing*
- *Network World*
- *New Zealand PC World*
- *The Internet: Plain & Simple*

NIGERIA*
(IDG Communications West Africa)
- *PC World Africa*



PUBLISHING

NORWAY
- *CAD/CAM World*
- *Computerworld Norge*
- *Networld*
- *Computerworld Privat*
- *Lotusworld Norge*
- *Macworld*
- *Maxi Data*
- *PC World Ekspress*
- *PC World Nettverkx*
- *PC World Norge*
- *PC World's Produktguide*
- *Publish & Multimedia*
- *CW Studentdata*
- *CW Unixworld*
- *Windows Spesial*

PAKISTAN*
(OMAG Enterprises)
- *Computerworld Pakistan*

PAKISTAN*
(MICRO Publications)
- *PC World Pakistan*

PANAMA*
(Edicómputo, S.A.)
- *PC World Panama*
- *Network*

PEOPLE'S REPUBLIC OF CHINA**
(China Computerworld Publishing & Service Co.)
- *China Computerworld*
- *PC World China*
- *Computer & Communications*

PRC**
(China Computers Publishing Corp.)
- *China InfoWorld*
- *Software World*

PRC**
(IDG-ISTIC Information Services Corp.)
- *Electronic Product World*
- *Telecom Product World*

PRC*
(Chongqing Science and Technology Association)
- *Popular Computer Weekly*

PRC*
(Chengdu Telecomworld Publishing Corp.)
- *China Telecomworld Weekly*

PRC*
(Chengdu Electronic Research Institute)
- *Electronic Weekly*
- *Software Weekly*

PRC**
(Electronics Today Publishing Corp.)
- *Electronics Today*

PERÚ*
(Servicios Especiales de Edicion, S.A.)
- *Computerworld Perú*
- *PC World Perú*
- *PCW Profesional Perú*

PHILIPPINES*
(WS Publishing Co.)
- *Computerworld Philippines*
- *PC World Philippines*

POLAND
- *Computerworld Poland*
- *CW Special Report*
- *NetWorld*
- *PC World Komputer*

PORTUGAL*
(Socedite Sociedade Editorial)
- *Cerebro/PC World*
- *Computerworld/ Correio Informatico*
- *Multimedia World Portugal*

PORTUGAL*
(CMB-10 - Publicações e Serviços, Lda.)
- *MacIn/PCIn Portugal*

ROMANIA*
(IDG Technika Communications)
- *Computerworld Romania*
- *PC World Romania*
- *Telecom Romania*

RUSSIA*
(Open Systems Publications)
- *Computerworld Russia*

RUSSIA**
(Information Computer Enterprise)
- *Mir PK* (PCW)
- *Sety* (NW)

SINGAPORE
- *Computerworld Singapore*

SINGAPORE*
(Communications Resources Private Ltd.)
- *PC World Singapore*
- *Publish in Asia*

SLOVENIA*
(Pasadena d.o.o.)
- *Monitor* (PCW)

SOUTH AFRICA*
(IT Media)
- *Computing SA*
- *Network World SA*
- *Software World*
- *Info World SA*

SPAIN
- *Macworld España*
- *Computerworld España*
- *Comunicaciones World*
- *PC World España*
- *Dealer World*

SWEDEN
- *Corporate Computing*
- *CAP& Design*
- *Computer Sweden*
- *MacWorld*
- *MaxiData*
- *Mikrodatorn*
- *Nätverk & Kommunikation*
- *PC World*
- *WindowsWorld*
- *PCaktiv*
- *Executive Report*

SWITZERLAND
- *Computerworld Schweiz*
- *Macworld Schweiz*
- *PCtip*

TAIWAN
- *Computerworld/InfoWorld Taiwan*
- *PC World*
- *WindowsWorld*

TAIWAN*
(Team Strong Media Co.)
- *Macworld & Publish Taiwan*

THAILAND*
(Media Transasia Thailand)
- *Thai Computerworld*

TURKEY**
(IDG UFT)
- *Computerworld Monitör*
- *Macworld Türkiye*
- *PC World Türkiye*
- *PC Games*

U.K.
(IDG Media)
- *Macworld*
- *AppleTalk*
- *MacAction*
- *PC Home*
- *The Web*
- *CD-ROM Now*
- *CD Powerplay*
- *Acorn User*

PUBLISHING

- *Amiga Action*
- *Amiga Computing*
- *Amiga Computing U.S. edition*
- *Parents & Computers*
- *GamePro*
- *SonyPro*

U.K.*
(VNU Business Publications)
- *Computing* (CW)
- *Network News*

UKRAINE*
(Comizdat Publishing Co.)
- *Computers + Software*
- *ComputerWorld Kiev*
- *MultimediaWorld/ Maximize*

UKRAINE*
(Kiev Polytechnic Institute)
- *PC World Ukraine*

URUGUAY*
(Microcosmos S.A.)
- *PC World Uruguay*

VENEZUELA
- *Computerworld Venezuela*
- *PC World Venezuela*

VIETNAM*
(Ho Chi Minh City Committee for Sciences and Technology)
- *PC World Vietnam*

A Sampling of IDG World Wide Web Sites

IDG publications and business units continue to pop up on the World Wide Web at a rapid pace. The following is a sampling of Web sites from IDG companies around the world. Where available, a contact name is listed in parenthesis below the address.

Please contact the editors with additional information at world_update@idg.com.

UNITED STATES
- **CD Solutions:**
  http://www.cdsolutions.com/cdsolutions
  (Drew Celley, technical support specialist)

- ***CIO* and *Webmaster*:**
  http://www.cio.com
  (Tim Horgan, Webmaster)

- ***@Computerworld*:**
  http://www.cw.com
  (Bill Brandel, editor)

- ***Computerworld* Center for Professional Development:**
  http://careers.computerworld.com
  (Jay Savell, Webmaster)

- **ExecuTrain:**
  http://www.executrain.com

- ***FCW Gateway*:**
  http://www.fcw.com
  (Susan Miller, editor, online services)

- *I+Way*:
  http://www.cciweb.com/iway.html

- **IDC:** http://idcresearch.com
  (Chris Whelan, Webmaster)

- **IDG home page:** http://www.idg.com
  (Steven Drace, director, national accounts, online)

- **IDG Books:** http://www.idgbooks.com
  (Mark Morford, Webmaster)

- **IDG Books Professional Publishing Group:**
  http://www.idgprogrammer.com

- **IDG Newsletters:**
  http://www.idgnews.com
  (Adam Block, manager, online product development, PC World)

- ***InfoWorld Electric*:**
  http://infoworld.com
  (Lucien Rhodes, Webmaster)

- ***LiveDV*:** http://www.dv.com
  (Peter Karnig, editor and publisher)

- ***Macworld Online*:**
  http://www.macworld.com
  (Chip Carman, Web administrator)

- ***Multimedia World Online*:**
  http://www.mmworld.com
  (Adam Block, manager, online product development, PC World)

- ***Network World Fusion*:**
  http://www.nwfusion.com
  (Ed Garabedian, Webmaster)

- ***Publish RGB*:**
  http://www.publish.com
  (Owen Thomas, Webmaster)

- ***PC World Online*:**
  http://www.pcworld.com
  (Adam Block, manager, online product development, PC World)

- ***PCW Windows 95 Online*:**
  http: //www.pcworld.com/win95
  (Adam Block, manager, online product development, PC World)

PUBLISHING

- ***The Annex*:**
  http: //www.pcworld.com/annex
  (Adam Block, manager online product development, PC World)

- ***SunWorld Online*:**
  http://www.sun.com/sunworldonline
  (Michael McCarthy)

AUSTRALIA
- **IDG Australia:**
  http: www.idg.com.au/idg
- *auWorld*:
  http://www.geko.com.au:80/au.world
- *Computer Living:*
  http://www.geko.com.au:80/living.world
- *Network World:*
  http://www.geko.com.au:80/network.world
- *PC World:*
  http://www.geko.com.au:80/pc.world

BRAZIL
- **IDG Brazil:**
  http://www.idgbrasil.com.br
  (Ricardo Porto, Webmaster)

CHILE
- ***Computerworld Chile*:**
  http://www.cworld.cl

CZECH REPUBLIC
- **IDG Czech Republic:**
  http://infox.eunet.cz/idg
- ***Czech Computerworld*:** http://infox.eunet.cz/idg/windows/cw.htm
  (Slavomir Prochazka, Webmaster)

DENMARK
- **IDG Web:** http://www.idg.dk
  (Torben Sørensen, Webmaster)

FINLAND
- **Oy Talentum Ab:**
  http://www.talentum.fi/tietoviikko

FRANCE
- **IDG France:** http:/www.idg.fr
- ***Le Monde Informatique*:**
  http:/www.lmi.fr
- via the Globe On Line gateway:
  http:/www.globeonline.fr
- ***Reseaux & Telecoms*:**
  http:/www.r&t–idg@worldnet.net
  (Didier Krainc, Webmaster)

GERMANY
- **Computerwoche Verlag GmbH:**
  http://www.computerwoche.de
  (Michael Freter, Web administrator)

- **IDG Magazines Verlag:**
  http://www.macworld.de
  (Joachim Herbert, Web administrator)

HONG KONG
- ***PC World Hong Kong*:**
  http://www.pcworld.com.hk/pcworld
  (Alison Treasure, editor)

ICELAND
- ***PC World Island/Tolvuheimur:***
  http://www.centrum.is/tolvuheimur

INDONESIA
- ***InfoKomputer/PC World Indonesia*:**
  http://www.infokomputer.co.id
  (P.M. Winaro, editor-in-chief)

IRELAND
- ***Computerscope*:**
  http://www.infolive.ie (live on Feb.1)

NETHERLANDS
- **IDG Netherlands:**
  http://www.idg.nl
  (Tom Albers, Webmaster)

PHILIPPINES
- ***PC World Philippines*:**
  http://www.europa.com/~jra/pcw
  (Po Wong, publisher)

PORTUGAL
- ***PC World* and *Computerworld Portugal*:**
  http://www.arede.pt/@media

- ***MacIn and PCIn*:** http://www.ip.pt/macin-pcin

SOUTH AFRICA
- **IT Media:**
  http://www.pix.za/itmedia/itmedia.html

SWEDEN
- **IDG Sweden:** http://www.idg.se
- ***Computer Sweden*:**
  http://www.idg.se/cs
- ***Corporate Computing*:**
  http://www.idg.se/cc
- ***CAP&Design*:**
  http://www.idg.se/capd
- ***Mikrodatorn*:** http://www.idg.se/md
- ***Macworld*:**
  http://www.idg.se/macworld
- ***PC World*:** http://www.idg.se/pcworld
- ***PCaktiv*:** http://www.idg.se/pcaktiv
- ***MaxiData*:** http://www.idg.se/maxidata
- ***Natverk & Kommunikation*:**
  http://www.idg.se/nok
- ***Windows World*:** http://www.idg.se/ww
  (Jonas Nilson, Webmaster)

TAIWAN
- ***PC World Taiwan*:**
  http://www.globalnet.com.tw/~pcworld

TURKEY
- **IDG Turkey:**
  http://www.best.com.tr/pcworld
  (Cenk Tarhan, Webmaster)

U.K.
- **IDG Media:** http://www.idg.co.uk
- ***The Web*:** http://www.idg.co.uk/theweb
- ***Acorn User*:**
  http://www.idg.co.uk/acornuser
- ***Amiga Computing*:**
  http://www.idg.co.uk/amigacomp
- ***MacWorld*:** http://uk.macworld.com
- ***PC Home*:**
  http://www.idg.co.uk/pchome
  (Webmasters: Paul Austin, Dave Stewart, Richard Hease, Kevin Coates)

URUGUAY
- ***PC World Uruguay*:**
  http://www.zfm.com/observador

PUBLISHING

SELECTED PUBLISHING PRODUCT LINES*

CIO
CIO is the only business-oriented IT publication targeted to chief information officers and other senior executives functioning in this role. The publication serves the needs of executives who must leverage IT for business value by providing them with a better understanding of its role in achieving corporate objectives. (21 times per year)

COMPUTERWORLD
Computerworld is the weekly newspaper serving IS executives, managers and professionals responsible for enterprise-wide computer and networking technology. It focuses on news and analysis for PCs, workstations, mid-range and central server hardware, software and networking products, while providing top-line information linking corporate and organizational goals. (Weekly)

GAMEPRO
GamePro is the leading video game publication, targeting the multi-platform gaming enthusiast, age 12-19. Cutting edge editorial and dynamic graphics provide in-depth reviews, previews and tips. (Monthly)

INFOWORLD
InfoWorld, the voice of personal computing in the enterprise, is a controlled-circulation newspaper designed for IS volume buyers who are responsible for networked PCs in client/server environments. It offers the most extensive product reviews of any IS newsweekly — backed by the respected *IW* Test Center. (Weekly)

MACWORLD
Macworld is the Macintosh authority for active buyers. Every month it delivers timely product evaluations, lab-based product reviews and in-depth articles providing comprehensive and current coverage of new technologies — all aimed at helping readers make smart product buying choices. (Monthly)

MULTIMEDIA WORLD
Dedicated to multimedia personal computing, *Multimedia World* covers the benefits of multimedia in working, learning, playing and creating. (Monthly)

NETWORK WORLD
Network World is designed to provide network IS professionals with the information necessary to deliver the open applications and infrastructure required to meet evolving business needs. Focusing on the strategic use of network technology from a user perspective, the publication also offers in-depth buyer's guides and product testing alliances. (Weekly)

PC WORLD
PC World gives PC-proficient managers clear, reliable and focused information that improves workgroup and corporate performance. It focuses on management issues affecting the planning, buying and use of PC products and includes product reviews, purchasing guides and extensive how-to support. (Monthly)

PUBLISH
Devoted to electronic publishing tools and techniques, *Publish* reaches a mix of graphics designers, print production and prepress professionals and corporate in-house production managers. (Monthly)

**Although these titles are published in different countries, the target audiences are generally the same. The frequencies may vary; frequencies listed are for U.S. editions.*

GLOBAL PRODUCT SUPPORT CENTERS

Several IDG product lines have established Global Product Support Centers to strengthen their individual brands by fostering an exchange of ideas and expertise. Each GPSC hosts at least one product line meeting annually. Newsletters and CD-ROMs containing editorial and graphics are also circulated among the various sister publications.

COMPUTERWORLD/INFOWORLD
Siri Herud, IDG Norway
Tel: 47-22-05-30-00
Fax: 47-22-05-30-01
BTalk: S.Herud

MACWORLD
Kimberly Luedee, *MW* U.S.
Tel: 415-243-0505
Fax: 415-978-3271
kimberlee_luedee@macworld.com

PC WORLD
Nancy Jacobs, Michael Bayle, *PCW* U.S.
Tel: 415-243-0500
Fax: 415-978-3382
nancy_jacobs@pcworld.com
michael_bayle@pcworld.com

**Network World* is planning to create a GPSC sometime in 1996.

IDG BOOKS WORLDWIDE, INC.

IDG BOOKS WORLDWIDE, INC.
- **Established: 1990**
- **Number of titles: More than 300 titles in print, translations in 28 languages**
- **Number of employees: 212**
- **Key contact: John Kilcullen, president and CEO (Tel: 415-655-3000, Fax: 415-655-3299, BTalk: J.Kilcullen, Internet: jkilcullen@idgbooks.com)**

• **Mission:** To deliver innovative and timely computer, business and general reference information that exceeds our customers' expectations and is supported by superior service.

• **Scope of work:** IDG Books Worldwide, Inc., publishes books that bring extra value and skill-building instruction to the reader. By applying IDG's technical, market and editorial know-how, the company produces books that fulfill the needs of readers of all levels.

Brands and Product Lines

• ***...For Dummies®*** books are the fun and easy way for the reluctant beginner to learn about a variety of topics. The series includes the following line extensions: *MORE...For Dummies®*, the next book to buy containing more tips and advice; the *...For Dummies® Quick References*, handy compilations of essential commands; *Dummies 101™*, quick and easy tutorials; and the *...For Teachers™* series, the first series of computer books written by teachers for teachers.

• **Novell Press** is the premier source for information on networking technology.

• **Macworld Press** builds brand identity with best-selling titles through cross-marketing with *Macworld* and MACWORLD Expo series focusing on key market segments.

• **IDG Books Online** creates and delivers information to readers who access information electronically.

• **PC Press** delivers the how-tos of understanding, implementing and troubleshooting PC products. PC Press also publishes the Compaq Press line of titles.

• **Professional Publishing Group** publishes books for programmers and developers running the gamut from the Type and Learn™ series to the Heavy Metal™ series, as well as titles from IBM Press and Mecklermedia.

• **3-D Visual™** is the full-color approach to learning computer skills with award-winning maranGraphics.

Locations

Because of its adoption of IDG's decentralization philosophy, the company's desire to draw talent from every possible resource and enabling technology, IDG Books has a number of offices across the U.S.

• **Foster City, Calif.:** This office houses the company's corporate support center, sales administration and marketing groups, as well as Dummies, Inc., Macworld Press, Computer Publishing Group, IDG New Media and IDG Books Online.

• **Indianapolis, Ind.:** This office houses a variety of publishing functions: author management, editorial and page layout in addition to the operations department.

• **Braintree, Mass.:** Headed up by Chris Williams, this office publishes the Professional Publishing Group titles.

• **Dallas:** This office, under the direction of Jim Kelly, houses the IDG Books Education Group, currently devoted to expanding IDG Books' presence in the educational market.

• **Chicago:** This office houses the Business and General Reference Group led by Kathy Welton.

Field sales staff are in Barrington, R.I.; Denver; Algonquin, Ill.; New York; San Francisco; Dallas; Sunrise, Fla.; Chicago; Indianapolis, Ind.; and Foster City, Calif.; with sales partners in Greensboro, N.C.; Beaverton, Ore.; and Toronto, Ont.

Licensing Activities

• **Key contact**: Marc Mikulich, foreign and subsidiary rights manager (Tel: 415-655-3018, Fax: 415-655-3295)

IDG Books licenses translation rights to the strongest publishers in non-U.S. markets on a title-by-title basis, although a series is usually licensed to one publisher. It is not uncommon for IDG Books to work with four or five publishers in different markets in one country. Titles have been licensed to IDG business units with book publishing operations including IDG Sweden, IDG High Tech Co. in China and IDG Technika in Bulgaria. But typically, other IDG business units will enter into agreements with IDG Books' local publishing partners in their markets to run ads or offer IDG Books titles as subscription premiums.

RESEARCH

While most IDG business units conduct research of some kind (for example, publications conduct reader and advertiser studies), the profiles below focus on those business units that are devoted to IT industry market research.

INTERNATIONAL DATA CORP. (IDC)
- **Headquarters: Framingham, Mass.**
- **Locations: Six offices in the U.S. (Framingham; Iselin, N.J.; Austin, Texas; Irvine, Calif.; Mt. View, Calif.; Falls Church, Va.; and IDC/LINK in New York) and operations in 40 other countries.**
- **Established: 1964**
- **Number of employees: 500 worldwide (300 in the U.S.)**
- **Key contact: Kirk Campbell, president and CEO (Tel: 508-872-8200, Fax: 508-935-4610, BTalk: K.Campbell)**

• **Mission:** To be the world's leading provider of market information, industry analysis and strategic and tactical guidance to builders, providers and users of information technology.

• **Scope of work:** IDC helps its clients develop strategic plans, anticipate technology, monitor competition, select distribution channels and evaluate the impact of IT industry announcements. Corporate clients range in size from start-ups to Fortune 500 companies. IDC provides the data and global insights that help vendors and users keep up with industry trends, optimize their investments in equipment and services and improve their competitive positions through informed long-range planning.

In the U.S., clients subscribe to one of more than 70 specific research programs spread across several major research categories:
- Networking and Telecommunications
- Personal Systems
- Systems
- Software
- Components and Peripherals
- Channels
- Services
- Regional Markets
- Consumer Markets
- Emerging Markets

IDC is the only research company in the IT business committed to establishing an international network of strong local research offices. Although the type of product and delivery system may vary from office to office, the standard means of responding to client needs are through two main areas of support: Continuous Information Services and Consulting.

Continuous Information Services

IDC clients have direct access to consultants, industry analysis, market data and strategic guidance through a variety of channels:
- Analyst-on-call (in person, via telephone, E-mail or fax)
- Research (print or electronic)
- Electronic delivery
- Conferences and briefing sessions
- On-site briefings
- IDC Fax Flashes (for late-breaking news)
- Telebriefings
- Research index
- Research libraries

Consulting

IDC Consulting provides strategic and tactical marketing services to help IT professionals worldwide develop and implement better business plans. It provides customized services so that clients can identify new business opportunities, analyze competitive strategies, analyze new product requirements and understand customer needs and priorities.

IDC GOVERNMENT
- **Location: Falls Church, Va.**
- **Established: 1988**
- **Number of employees: 17**
- **Key contact: George Molaski, president (Tel: 703-876-5196, Fax: 703-876-5064, BTalk: G.Molaski, Internet: george_molaski@idcg.com)**

• **Mission**: To provide high-value IT research and decision support services to federal, state and foreign governments. "Better government through IT research" is the company's motto.

• **Scope of work**: IDC Government provides immediate access to current, objective and customer-specific IT information and advice. Clients receive a unique combination of research on IT with an intimate understanding of job functions and applications of the environments in the government sector. Research and inquiries span the areas of information security, client/server applications, desktop productivity tools, networking implementation and management, and federal acquisition strategies.

EVENTS AND EXPOSITIONS

IDG trade shows, expositions and conferences bring buyers and sellers of information technology face-to-face around the globe. Revenues for all of IDG's diversified expo and conference-related activities in FY96 are estimated to reach more than $100 million.

True to IDG's decentralized philosophy, the management of these events is structured in a variety of ways. Many business units have their own events professionals on staff and manage all aspects of the expos or conferences themselves. Or, business units may contract out part of the management, such as booth sales, to a partner company and bring other aspects, such as marketing and public relations, in house.

IDG has several resources to assist business units in the development and management of events.

IDG WORLD EXPO

- **Location:** Boston
- **Key contact:** Bill Murphy, president and CEO (Tel: 617-534-1200, Fax: 617-262-3636, BTalk: B.Murphy, Lotus Notes: Bill Murphy)

- **Scope of work:** Bill Murphy works with business unit presidents to develop new expo opportunities. Two of his recent projects have involved working with Infotainment World to secure a long-term contract with the Interactive Digital Software Association for Electronic Entertainment Expo (E3) and, also in concert with IFTW, forging a partnership with the Interactive Media Association to co-produce a new show called IMA Expo.

IDG WORLD EXPO HONG KONG

- **Location:** Hong Kong
- **Key contact:** Gary Fung,vice president and general manager (Tel: 852-2-527-9338, Fax: 852-2-529-9956, BTalk: G.Fung)

- **Scope of work:** IDG World Expo Hong Kong works with IDG's trade show companies in China to sell exhibitors into the expos being held in China. The group is also producing its own shows in Taiwan, Singapore and Vietnam.

IDG WORLD EXPO JAPAN

Location: Toyko
Key contact: Setsurou Tamai, vice president
(Tel: 81-3-5276-3751, Fax: 81-3-6276-3752, BTalk: S.Tamai)

- **Scope of work:** IDG World Expo Japan produces the highly successful MACWORLD Japan and Windows World Japan. Electronic Entertainment Expo will make its debut outside the U.S. in Tokyo in the fall of 1996.

IDG MARKETING SERVICES

- **Key contact:** Dawn McKenna, vice president/Expositions (Tel: 508-628-4890, Internet: dawn_mckenna@idg.com)

- **Scope of work:** Among their varied responsibilities as consultants and strategists to businesses that want to enter new markets, IDG Marketing Services' offices in the U.S., Europe and Asia prepare customized exposition packages for technology vendors interested in buying into IDG-produced expositions outside their home country. *(See further description of IMS and contact information page 18.)*

COMNET GLOBAL PRODUCT SUPPORT CENTER

- **Location:** Framingham
- **Key contact:** Janet Morita, vice president/Conference Programs (Tel: 508-820-8611, Fax: 508-879-3724, Internet: j.morita@idg.geis.com)

- **Scope of work:** The ComNet Global Product Support Center provides conference support for the Communications Networks (ComNet) shows in the U.S., which are managed by MHA Event Management, and for all ComNet events outside the U.S.

INTERNATIONAL PUBLISHING SERVICES

- **Location:** Boston
- **Key contact:** Lisa Judd, vice president/licensing (expositions)

- **Scope of work:** IPS helps IDG's existing licensees with their show management efforts by providing access to IDG resources. In markets that do not currently have IDG events, the group also seeks licensing relationships with show producers. (*See further description and contact information page 18.*)

Note: This special issue of IDG World Update contains a calendar insert with IDG events around the world. To request a reprint of this calendar, E-mail IDG World Update at world_update@idg.com. Or, consult the events calendar on the IDG home page at http://www.idg.com.

IDG Job Opportunities Update
January 2, 1996

Editor, The Gray Sheet (IDC)

Responsible for publishing two newsletters monthly, one special report annually, and overseeing all aspects of two direct mail marketing efforts and several smaller marketing campaigns throughout the year. The individual will work closely with IDC's top researchers and research programs to identify hot topics, and to provide insightful analysis and market data on hot topics. Requires a strong knowledge of the IT industry, as well as excellent writing and analysis skills.

Billing Accountant (IDC)

Responsible for processing monthly billing for IDC and IDC/Link, overseeing the Corporate Amex Card Program, processing accounts payable, maintaining employee payroll timesheets and working with the Sales Analyst in the transmittal process. Requires 1-3 years accounting or finance experience, college-level accounting courses, and experience with Excel.

Manager, Library Services (IDC)

Responsible for providing reference services, managing library staff, developing book and periodical collections, producing a daily FYI local papers, cataloging the collection and maintaining subject and company files. Requires an MS in Library Services, 2 years' business library experience, PC/Mac knowledge, and good communication skills.

Internship, Investment Research Services (IDC)

Seeking a part-time intern (20+ hours/week) to assist with special and custom projects, inquiry support for both internal staff members and external candidates and basic administrative support as needed. Requires strong writing and oral communications skills and an interest in the IT industry. Experience with Microsoft Word and Excel and Lotus Notes helpful.

Technology Marketing Analyst (IDG/MSD)

The analyst in this position will work closely with IMS's proprietary market research, Buying IT in the '90s, and other secondary sources of technology marketing research to analyze technology marketing trends and issues such as the technology purchase process, the role of brand, and the effectiveness of advertising. Requires a strong general background in technology markets, experience using market research, strong presentation skills, and a willingness to take on and drive multiple projects.

Administrative Office Assistant (IDG/Newsletters)

The Administrative Office Assistant will provide general administrative support to multiple business units. Responsibilities include maintaining timely and effective expense processing, ordering office supplies/services and providing backup receptionist coverage. Requires excellent organizational, communication, project management, and time management skills. Experience with Microsoft Windows based applications also required. Knowledge of Lotus 1-2-3 and Lotus Approach a plus.

IS Assistant (IDG/Newsletters)
The IS Assistant will perform general computer-related duties including: installing software, configuring hardware and peripherals, coordinating service on equipment and troubleshooting software and hardware problems. Requires experience and knowledge with PC's and Mac's, Windows, DOS, and System 7.X. Knowledge of office applications (MS Word, MS Excel, Filemaker Pro, Pagemaker, etc.) also required. Proficiency with Lotus Notes, OS/2 and Web development a plus.

Associate Editor (IFW)
The editor works with a team of experienced technical professionals to provide our readers with up-to-date information on the best products on the market. Candidates must have at least two years of experience as an editor for a computer or related technical publication. Experience with document management solutions required.

Associate/Senior Editor (IFW)
Seeking an individual at the associate or senior level to edit extensive, in-depth reviews of applications development tools and environments, programming languages, relational databases, and related products. Candidates should have solid writing and editing skills, knowledge of client/server applications development products and concepts and the ability to work closely with a team of technical specialists. Leadership and management experience is strongly preferred.

Marketing Coordinator (IFW)
Primary responsibilities includes both sales support (using research and circulation to develop sales tools) and events/tradeshows. Must have computer literacy, experience in marketing or sales, and excellent verbal and written communications skills. High-tech experience a plus.

Sales Support Manager (IFW)
Responsible for creation and distribution of sales tools, overseeing PR efforts and in-house graphic design. Requires experience in research or sales support, excellent verbal and written communications skills, and management experience in marketing, research or related area. High-tech experience a plus.

Administrative Assistant (IMI NV)
Seeking an organized, enthusiastic team-player to provide administrative support to the Sales and Marketing team. Responsibilities include database implementation and maintenance, invoice processing, general administrative support and assisting in the monthly forecasting. Requires 2-3 years relevant experience, the ability to handle multiple priorities and a good sense of humor.

Account Representative (PCW)
The Account Representative will be responsible for sale of advertising in PCW's Action Card Deck. This job involves significant interaction with clients via phone, database management, and general sales administration. Requires superb organization and attention to detail, excellent phone skills, and a positive client/service attitude. Prior telemarketing, advertising/marketing, or high tech sales background a strong plus, along with solid familiarity with general PC-platform business applications and database management software.

Company	Title	Location	Contact	Phone Number	Fax Number
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	P: (510)547-6800	F: (510)547-4613
CCI	Manufacturing/Production Expert	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Advertising Director	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CIO	Administrative Assistant	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Senior Writer	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Staff Writer	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CW	Switchboard Operator	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Graphic Designer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Senior Editor	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Senior Editor, Management	Framingham, MA	A. Alter	P: (508)620-7714	F: (508)875-8931
CW	Senior Editor, Management and Storage	Framingham, MA	M. Johnson	P: (508)879-0700	F: (508)875-8931
CW	Office Production Coordinator	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Online Layout Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Production Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Director of Telemarketing	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Database Quality Analyst	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Help Desk Technician	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Notes Developer	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
CW	Programmer / Analyst	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Telecommunications Manager	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CWIMD	Marketing Database Specialist	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CWIMD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CWIMD	Regional Manager	Burlingame, CA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
FCW	Administrative Assistant	Falls Church, VA	T. Guest	P: (508)935-4766	F: (508)935-4766
FCW	Production Manager	Falls Church, VA	T. Guest	P: (508)935-4766	F: (508)935-4766
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Copy Editor (2)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Editor	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Billing Accountant	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Manager, Library Services	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Marketing Specialist, Corporate	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Consulting Production Specialist	Mt. View, CA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Communications Consulting Manager	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC	Internship, Investment Research Services (P	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Research Analyst, Personal Systems	Mt. View, CA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Research Assistant, (PT)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Research Director, UNIX	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Research Manager, Unix & Server OS	MA/CA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC/LINK	Director, Interactive Media	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC/LINK	Information Specialist	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC/LINK	Research Analyst	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC/LINK	Senior Research Analyst	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG	Data Entry Clerk	Framingham, MA	T. Guest	P: (508)935-4766	F: (508)935-4766

Company	Title	Location	Contact	Phone Number	Fax Number
IDG	Sales Assistant	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG	Human Resources Assistant	Framingham, MA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG	Information Systems Consultant	San Fran/San Mateo	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Administrative Assistant, Dummies Press	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Administrative Assistant, Production	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Copy Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Editorial Assistant, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Editorial Director	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Permissions Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Proof Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Reprint Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Technical Writer	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Customer Support	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Manager, New Business Development	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Marketing Coordinator	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Public Relations	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Quality Control Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Account Executive	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Account Manager	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Channel Sales Merchandising Rep	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Direct Sales Representative (PT)	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, Export Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Key Account Sales & Merchandising Rep	NY/CA/CO	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales and Merchandising Representative	CA/NY	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240

NETWORK WORLD TECHNICAL SEMINARS: JANUARY-APRIL

IDG employees are invited to attend any Network World Technical Seminar at 50% off the regular price.
For more information, please contact Debra Becker, Tel: 508-643-4668, Internet: dbecker@nww.com

Title: Internetworking: Designing LANs, WANs and Broadband Networks

Presenter: Mark Miller

Jan. 17-18	Irvine, Calif.
Feb. 12-13	Dallas
Feb. 27-28	New York
March 12-13	Philadelphia
March 14-15	Orlando, Fla.
April 16-17	Atlanta
April 23-24	Washington, D.C.

Title: Fundamentals of Networking and Data Communications Tour

Presenter: Ray Horak

Feb. 12-13	Irvine, Calif.
Feb. 15-16	Dallas
March 4-5	Atlanta
March 7-8	Philadelphia
April 15-16	Boston
April 18-19	Minneapolis
April 22-23	San Francisco

Title: Remote LAN Access: Strategies & Solutions for High Performance Remote Computing

Presenter: Hank Allard

Jan. 23	Boston
Jan. 25	Chicago
Feb. 7	Atlanta
Feb. 9	Orlando, Fla.
Feb. 27	Philadelphia
Feb. 29	Dallas
March 6	Irvine, Calif.
March 8	San Francisco
March 13	New York
March 15	Washington, D.C.

Title: Switching and the Virtual LAN: Effective Deployment & Management Strategies

Presenter: John McConnell

Jan. 22	Boston
Jan. 24	Chicago
Feb. 6	Atlanta
Feb. 8	Orlando, Fla.
Feb. 26	Philadelphia
Feb. 28	Dallas
March 5	Irvine, Calif.
March 7	San Francisco
March 12	New York
March 14	Washington, D.C.

IDG
EVENTS CALENDAR

JANUARY - APRIL 1996

Please note: To have your show, conference, seminar or meeting listed in the next IDG Events Calendar, scheduled to appear in mid-April, please submit the appropriate information to the staff at the *IDG World Update* by April 1via interoffice mail or Internet: world_update@idg.com.

OTHER BUSINESS UNITS

The following business units represent profit centers that are not administrative units and have a business focus outside the traditional parameters of publishing.

CD SOLUTIONS, INC.

- **Location: Framingham**
- **Number of Employees: 5 (CD Solutions also works with several contractors who provide technical services, and the company has entered into several sales, marketing, database and distributor partnerships.)**
- **Key contacts: Paul Earl, president (Tel: 508-879-0006, main, 508-820-8649, direct, Fax: 508-820-4396, Internet: phearl@cdsolutions.com)**

• **Mission:** CD Solutions, Inc., a leading-edge producer of creative electronic media, publishes CD-ROM titles for general distribution and also creates custom CD-ROMs for use in business-to-business marketing and related information applications.

• **Scope of work:** As a title publisher, the company produces the CD Solutions Library, an educational and reference set of CD-ROMs for the business and work-at-home markets. As a custom publisher, CD Solutions works with publishers, advertisers, seminar developers and other content providers to develop, market and distribute CD-ROM products to help those companies distribute information and market themselves.

Products focus on marketing communications, brand enhancement, reference and educational activities. While the emphasis is on CD-ROM applications, the company is active in the Internet environment and develops hybrid media applications that link CD-ROMs to the Internet. Products include *Using the Internet for Profit, The Internet for Everybody, The OMG World Guide to Object Technology, Computerworld CD* and *IDG's Client/Server CD.*

EXECUTRAIN

- **Headquarters: Atlanta**
- **Locations: Over 135 locations in 20 countries. With the exception of company-owned offices in Atlanta and Birmingham, Ala., the rest of ExecuTrain's sites are franchises.**
- **Established: 1984**
- **Number of employees: 2,000, approximately half of whom are trainers**
- **Key contact: David Deutsch, president (Tel: 770-667-7700, Fax: 770-663-7912)**

• **Mission:** ExecuTrain, the world's leading computer training company, provides computer training and support to business professionals worldwide. Services include instructor-led training on popular desktop software packages and technical training for applications developers/programmers. ExecuTrain also offers multimedia training as well as training tailored to client needs. Courseware development and training on client's proprietary software is also available.

• **Scope of work:** ExecuTrain is an authorized training center for Lotus, Microsoft, WordPerfect, Borland International and Ventura Software. Some ExecuTrain offices are also vendor certified for technical training and are Drake Testing Centers for Microsoft certification examinations. ExecuTrain will train more than 1.5 million people in FY96 and attain sales in excess of $200 million.

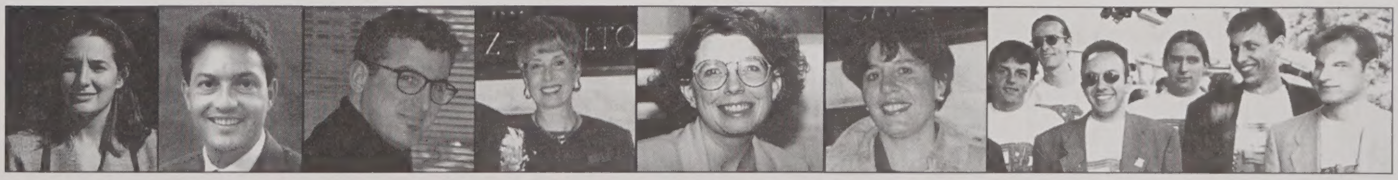
In 1990, IDG invested in ExecuTrain as a minority shareholder, spurring the company's international expansion. IDG became ExecuTrain's majority shareholder in late 1995.

INTERACTIVE SERVICES GROUP

- **Location: San Mateo, Calif.**
- **Established: 1995**
- **Number of employees: 26**
- **Key contact: Susan Simmons, executive vice president/sales and marketing (Tel: 415-312-7826, Fax: 415-312-7878, Internet: susan@factory.net)**

• **Mission:** To become the premier provider of turnkey "clubs" and other full-function services for publishers developing commercial Web sites. The "club" concept is an amalgamation of content and unique value-added components edited and packaged for a vertical Web user segment.

• **Scope of work:** ISG utilizes third-party technical solutions wherever possible to create commercial services feature sets and hacks to fill the gaps. The company helps publishers define new rate card opportunities for the Web's digital direct response strengths. Acting as a system integrator that maintains a publication's brand equity, ISG's objective is to leverage IDG content and ISG expertise into new markets. ISG partners with print publications to build, operate and market these online clubs.



SUPPORT SERVICE BUSINESS UNITS

The following business units are the key service divisions within IDG. The vast majority interact in some form with each other and with business units in the primary functional areas of the company.

CORPORATE SUPPORT CENTER

- **Established: 1964**
- **Location: Boston**
- **Number of employees: 24**

• **Mission:** The Corporate Support Center provides the market vision, operating support and financial systems to help IDG business units continue to grow rapidly and profitably and to achieve IDG's overall goals.

CHAIRMAN'S OFFICE

• **Key contacts:** Pat McGovern, chairman (Tel: 617-534-1200, Fax: 617-859-8642, Lotus Notes: Pat McGovern, Internet: pat_mcgovern@idg.com, BTalk: P.McGovern), Maggie Murphy, executive assistant (Tel: 617-534-1226, Fax: 617-859-8642, Lotus Notes: Maggie Murphy, BTalk: M.Murphy)

The chairman of the board's role is to champion the company's mission, values and culture. The chairman has the charter to assist the business units with the long-term corporate strategy and to act as a missionary searching for new market opportunities that fit IDG's goals. To accomplish this, the chairman travels to many international offices each year, visits U.S. IDG offices, and attends industry events as a featured speaker and participant. The support staff ensures that issues brought to the chairman's attention by business unit presidents are responded to expeditiously. In support of the business units, the chairman's staff manages the chairman's schedule (i.e., schedules client calls and public speaking engagements) and fulfills the administrative needs of the chairman and the IDG Board of Directors.

PRESIDENT'S OFFICE

• **Key contacts:** Kelly Conlin, president (Tel: 617-534-1204, Fax: 617-536-8408, Lotus Notes: Kelly Conlin, Internet: kelly_conlin@idg.com, BTalk: K.Conlin), Libby Levinson, assistant to the president (Tel: 617-534-1253, Fax: 617-536-8408, Lotus Notes: Libby Levinson, BTalk: L.Levinson, Internet: libby_levinson@idg.com,)

The President's Office focuses on issues related to IDG's mission and strategy, specifically on the corporate marketing program, corporate communications, global customer relationships and emerging business opportunities. As part of this mission, the president serves as the advocate for the point of view of IDG's customers in decisions made by the Executive Committee, both in evaluating new business initiatives and in creating new business units. In addition, the president, along with the chairman and the COO, ensures that the Corporate Support Center is an effective "network hub" for sharing skills and best practices throughout the IDG family of companies.

CHIEF OPERATING OFFICER'S OFFICE

• **Key contacts:** Jim Casella, chief operating officer (Tel: 617-534-1206, Fax: 617-262-2300, Lotus Notes: Jim Casella, BTalk: J.Casella), Donald Young, operations manager (Tel: 617-534-1205, Lotus Notes: Donald Young, BTalk: D.Young), Marion Kibbee, vice president, corporate services (Tel: 617-534-1207, Lotus Notes: Marion Kibbee, BTalk: M.Kibbee)

The Chief Operating Officer's Office focuses on providing operational expertise and human resources management, thereby working as a network server to all domestic and international business units. It provides start-up and ongoing support to all business unit managers. It is the primary IDG operating source and provides support for all IDG worldwide, regional and monthly meetings and serves as a clearinghouse for information services.

CHIEF FINANCIAL OFFICER'S OFFICE

• **Key contact**: Gene Gartlan, chief financial officer (Tel: 617-534-1255, Fax: 617-262-3636, Lotus Notes: Gene Gartlan, Internet: gene_gartlan@idg.com, BTalk: G.Gartlan)

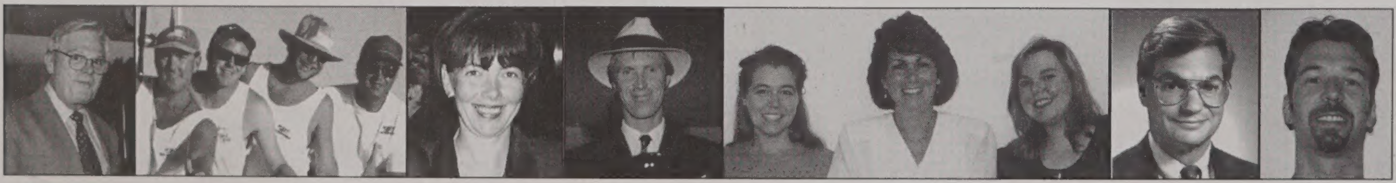
The Chief Financial Officer's Office is responsible for the overall financial management of IDG with specific focus on corporate controllership, financial planning and analysis/treasury including cash management, portfolio investments and major contract reviews; global taxation; and the worldwide audit, both internal and external.

Financial Planning and Analysis/Treasury

• **Location:** Boston

• **Key contact:** Jim Ghirardi, director, financial planning (Tel: 617-534-1222, Fax: 617-262-3636, Lotus Notes: Jim Ghirardi, BTalk: J.Ghirardi, Internet: jim_ghirardi@idg.com)

Financial Planning and Analysis is responsible for reviewing new business proposals including: equity investments, start-up operations, joint ventures, partnerships, mergers and acquisitions, from both internal and external sources. This group provides transactional and analytical support to the worldwide



SUPPORT SERVICE BUSINESS UNITS

management team, including the Executive Committee, and is responsible for analysis of the performance of business units worldwide.

In addition, Financial Planning and Analysis/Treasury maintains the treasury function with responsibility for cash forecasting, investing available funds and management of foreign currency exposure. This group also develops and maintains relationships with various financial institutions in the U.S. and around the world.

Internal Audit
- **Location:** London
- **Key Contact:** David Hood, director, Internal Audit (Tel: 44-171-831-9252, Fax: 44-171-414-0168, BTalk: D.Hood)

• **Mission:** Internal Audit visits IDG's international subsidiaries, on a rotating basis, to review the monthly financial reports, appraise the internal controls and assess the overall operating environment. This helps to reassure management that its arrangements for financial internal control are adequate, economic and have operated satisfactorily.

• **Scope of work:** Internal Audit provides local management suggestions for improving the accuracy of financial reporting and enhancing financial systems and controls. Internal Audit also monitors and gives guidance on the application of IDG group financial policies and procedures.

Corporate Controller's Office
- **Location**: Framingham
- **Key contact**: Ted Bloom, vice president/corporate controller (Tel: 508-935-4402, Fax: 508-879-4681, BTalk: T.Bloom)

• **Scope of work:** The Corporate Controller's office is responsible for IDG's global accounting, financial reporting and budgeting, and corporate credit activities and works closely with all IDG worldwide business units to assist them in achieving their annual plans.

Accounting
- **Location**: Framingham
- **Number of employees**: 25
- **Key contacts**: Sally Reinfeld, group controller, (Tel: 508-935-4423) and Nancy Sheehan, group controller, (Tel: 508-935-4598, Fax: 508-879-4681)

• **Mission:** IDG's Accounting Department in the U.S. and the International Controller's Office in London are responsible for establishing and monitoring IDG's accounting policy and procedures to safeguard the assets of IDG.

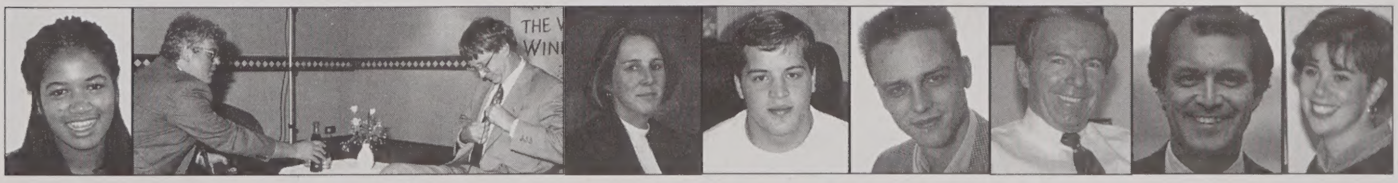
• **Scope of work:** IDG's U.S. Accounting Department, which is managed by two group controllers, is composed of six accountants, one systems administrator, 14 bookkeepers and three data entry personnel. This centralized group is responsible for processing financial transactions for IDG's U.S. operations and assisting the presidents, publishers and financial managers in business-related decision making.

The group is responsible for: processing and payment of all expenses incurred by the individual operating units; dealing with questions and problems of vendors and individuals in the operating units; processing sales invoices, cash receipts and other customer-related transactions; verifying advertising billings and other revenue sources for accuracy; ensuring proper intercompany charges between IDG operating units; creating monthly financial statements and analyzing balance sheet and profit-and-loss accounts; ensuring that all transactions are accounted for in accordance with generally accepted accounting principals; supporting outside auditors during year-end audit; and cash management activities to ensure timely collection of funds received and investment of idle cash.

International Controller's Office
- **Location:** London
- **Key contact:** Keith Arnot, international controller (Tel: 44-171-831-9252, Fax: 44-171-831-8767, BTalk: K.Arnot)

• **Scope of work:** The department's primary responsibility is to ensure the accuracy, reliability and timeliness of the management reporting function at IDG's international operations. The group focuses on the continuous improvement of IDG's financial and treasury management systems and maintains close relationships with external auditors and lawyers to ensure the good legal standing of each international operation. The International Controller's Office also assists in the implementation of IDG's international tax strategy with a view to minimizing the overall effective rate of corporate income tax.

The aim of the department is to achieve the above in a manner which is consistent with IDG's corporate policies and values by working closely with country managers and controllers. The International Controller's Office plays a supportive and advisory role in improving business efficiency, identifying potential cost savings, advising on acquistitions and start-ups, reviewing capital expenditure proposals, providing recommendations on lease/buy decisions, approving new office lease requests and recruiting and training new controllers.



SUPPORT SERVICE BUSINESS UNITS

Corporate Credit
- **Location:** Framingham
- **Number of employees:** 20
- **Key contact:** Amy Hanania, corporate credit manager (Tel: 508-935-4689, Fax: 508-872-1644, BTalk: A.Hanania)

• **Mission:** To protect the company's investment in accounts receivable through credit analysis and cash collection. This is done to maximize IDG's cash position and limit overall bad debt exposure.

•**Scope of work:** The IDG Corporate Credit Department provides a consolidated, centralized service to meet the credit and collection needs of IDG's diverse business units. The main function of the department is to ensure that invoices are paid according to the terms set by IDG and the individual business units. Staff is responsible for handling accounts receivable for specific business units to better meet the needs and concerns of each business unit.

The department consists of a professional staff whose job functions are divided into three areas: credit, collection and tearsheeting.
- Credit function: minimizes potential bad debt for IDG's business units by analyzing credit applications and assigning credit limits to customers.
- Collection function: actively and aggressively pursues customers who owe IDG money for services rendered by the business units.
- Tearsheeting function: sends out invoices and statements to each customer. For the publishing companies, a copy of the advertisement is included with each invoice.

Financial Reporting and Budgeting
- **Location**: Framingham
- **Number of employees**: 3
- **Key Contact**: Steve Pelosi, manager (Tel: 508-935-4612; Fax: 508-935-4645)

• **Mission/Scope of Work**: The Financial Reporting and Budgeting Department is responsible for coordinating IDG's monthly financial reporting and the annual budget process. In addition, the group provides information with respect to the ongoing operational and financial performance of worldwide operations through P&L and statistical analysis. The department prepares monthly financial information including 30-60-90 forecasts for review by the IDG Executive Committee. The group also provides financial support to IDG's U.S. and non-U.S. business units.

Corporate Legal
- **Number of employees**: 2
- **Key contact**: Miriam Karlin, manager, legal affairs (Tel: 508-935-4686; Fax: 508-879-4681, BTalk: M.Karlin)

• **Mission:** The IDG Legal Department manages the legal affairs of IDG and its U.S. subsidiaries.

• **Scope of work:** The manager of legal affairs coordinates with outside counsel involved in litigation, contract negotiation and acquisitions, and closely monitors and controls outside legal fees. The manager of legal affairs also searches, registers and renews trademarks for IDG and its subsidiaries, maintains a worldwide trademark database and assures all routine corporate legal compliance.

Corporate Tax
- **Number of employees**: 7
- **Key contact**: Jayne Enos, vice president, corporate tax (Tel: 508-935-4436, Fax: 508-879-4681, BTalk: J.Enos)

• **Mission:** The IDG Corporate Tax Department serves all of IDG's operating units, both in and outside the U.S., and is responsible for preparing and filing all federal and state corporate income returns. It is also responsible for preparing and filing each subsidiary's sales tax returns, property tax returns and miscellaneous reports. The goal of the department is to minimize the taxes IDG pays, whenever possible.

• **Scope of work:** The Tax Department coordinates all activities with outside state and federal tax authorities relative to corporate income tax audits. The department also serves the needs of the operating units by performing research relating to specific issues on corporate tax matters and keeping each operating unit informed of new developments as they occur.

CORPORATE TRAVEL
- **Location: Framingham and San Francisco**
- **Number of employees: 11**
- **Key contact: Lyndsey Pomella, corporate travel manager (Tel: 508-935-4093, Fax: 508-935-4288, BTalk: L.Pomella)**

• **Mission:** Travel accounts for a company's third largest controllable expense. The Corporate Travel Department is dedicated to providing optimum service at an optimum price. The department maximizes cost savings while ensuring that IDG

SUPPORT SERVICE BUSINESS UNITS

employees who travel will be afforded reasonable services.

• **Scope of work:** The Corporate Travel Department, which falls under the direction of IDG Vice President of Corporate Services Marion Kibbee, oversees and manages IDG's in-house travel departments, currently facilitated by American Express, in San Francisco and Framingham. The Corporate Travel Department negotiates airline, car, hotel and ground transportation contracts with IDG's preferred vendors and is responsible for the implementation of IDG's Corporate Credit Card Program as well as IDG's Corporate Travel Policy. The department also assists with meeting planning, works with IDG's financial managers and is responsible for timely resolution of all travel-related issues.

INFORMATION SERVICES

- **Location: Framingham**
- **Number of employees: 16**
- **Key contact: Nancy Newkirk, director**
  (Tel: 508-935-4562, Fax: 508-879-4681,
  BTalk: N.Newkirk, IS Hotline: 1-800-391-7990)

• **Mission:** The Information Services Group is responsible for creating and maintaining systems and software to allow easy and efficient information gathering and sharing between the business units and IDG's administrative units.

• **Scope of work:** The system tracks financial information such as billing, receivables, accounts payable and general ledger for the IDG business units and U.S. operations. The IS group also tracks information about IDG's customer base and revenues from most of IDG's products. It also works closely with the new Global Communications Group (*see IPS page 20*). The IS group interacts with the business units to create and maintain the communication links necessary for these systems.

IDG PAPER SUPPLY CO.

- **Location: Framingham**
- **Number of employees: 3**
- **Key contact: Charles Wemyss, president**
  (Tel: 508-935-4144, Fax: 508-935-4444)

• **Mission:** IDG Paper Services provides publication grade paper buying services for U.S. publications. The staff also provides paper and contact information for paper purchasing for interested IDG publications worldwide.

• **Scope of work:** Services include grade selection, price estimation, contract negotiation and general industry information. The division provides auditing services to ensure proper billing and inventory control as well as quality control. The staff can research and answer questions regarding all publication grade papers. Several international mills that have sales offices worldwide can provide valuable pricing, quality and information. These mills recognize IDG as a preferred customer and can be an important resource.

TELECOMMUNICATIONS

- **Location: Framingham**
- **Number of employees: 2**
- **Key contacts: Jane Creighton, corporate director,**
  Earlene Sabin, telecom specialist
  (Tel: daytime: 508-879-0700 x512, evening/weekend:
  508-879-0700 x740, pagers: 508-622-9060/1205,
  Fax: 508-820-8520)

• **Mission/Scope of work:** IDG Telecom provides turnkey purchase, installation and remote support of software and hardware for 12 PBX and voice mail systems as well as mobile telephone purchase and service for U.S.-based operations. Faxes, copiers and modem purchases are also included. Staff can be reached 24 hours a day, seven days a week.

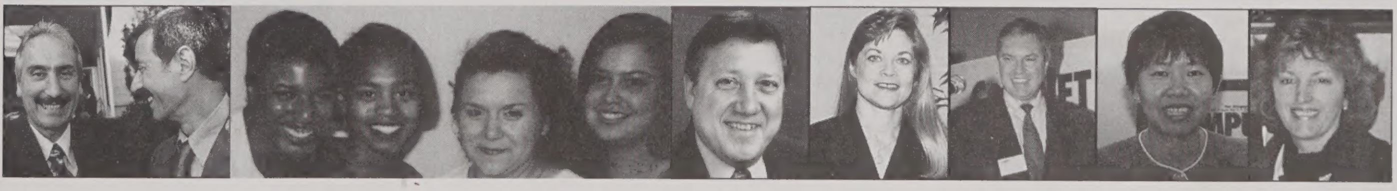
There are three ways in which IDG employees may receive Human Resources services and programs:

CORPORATE HUMAN RESOURCES (CHR)

- **Location: Framingham**
- **Number of employees: 15**
- **Key contact: Martha Stephens, vice president**
  (Tel: 508-935-4568, Fax: 508-935-4600, BTalk:
  M.Stephens)

• **Mission:** To enhance individual and organizational performance and enrich work life, Corporate Human Resources provides the overall HR strategy for IDG via a highly decentralized HR structure.

• **Scope of work:** CHR designs and implements programs and human resources services that touch the vast majority of IDG employees around the world. The Executive Committee, business unit presidents, country managers, business unit human resources and HRSD are the division's key clients. Among its responsibilities: IDG-wide employee educational programs such as the Publishing Institute, Management Publishing Institute,



SUPPORT SERVICE BUSINESS UNITS

Executive Training, Sales Training, and Market Intelligence Briefing Sessions; Global Fellowship Program for IDG employee exchanges; support for executive recruitment; compensation consulting and design of executive compensation and benefit plans worldwide; managing internship programs; providing communication tools to employees that include the worldwide Employee Survey, Employee Handbook, Managers Guidelines, and benefits and ESOP statements; consulting to the Executive Committee, business unit presidents, HRSD and business unit HR; assisting country managers on a wide variety of HR programs including the European Publishing Institute, Latin American Publishing Institute and multinational benefits pooling; overseeing IDG's U.S. benefits programs; processing U.S.-based payrolls; and maintaining a database containing payroll and personnel information for all U.S. employees.

HUMAN RESOURCE SERVICES DIVISION (HRSD)

- **Location: Framingham**
- **Number of employees: 8**
- **Key contact: Elaine Ouellette, director (Tel: 508-935-4605, Fax: 508-935-4600, Internet: elaine_ouellette@idg.com)**

• **Mission:** The purpose of the services and programs implemented by HRSD is to improve business performance by improving the overall effectiveness and productivity of individuals and the organization as a whole.

• **Scope of work:** The IDG Human Resource Services Division provides HR services on an annually contracted basis to the 18 East Coast business units that do not have their own, on-staff HR departments. Each client business unit is assigned an HR manager or HR representative who provides cost-effective, creative management solutions to the human resource challenges facing each organization. Some of these services include: recruiting, new employee orientation and assimilation, employee relations, performance management, management consulting, compensation planning and administration, benefits counseling, training and development, HR administration and legal compliance.

BUSINESS UNIT HUMAN RESOURCES

- **Number of employees: 25**
- **Key contacts: Located at various U.S. business units**

• **Mission/scope of work:** Business Unit Human Resources shares the same mission/scope of work and provides similar services as HRSD. The key difference is that the HR vice presidents, directors, representatives, and administrators report to the president of the business unit they support.

IDG ASIA

- **Locations: Boston and San Mateo, Calif.**
- **Established: 1993**
- **Number of employees: 8**
- **Key contact: Hugo Hsiung, director (Tel: 617-534-1239, 415-286-2766, Fax: 617-236-4276, Internet: h.hsiung@idg.geis.com)**

• **Mission:** 1) To serve as the gateway for international clients to the marketing and information power of IDG in Asia; 2) To coordinate IDG's resources in Asia to provide international clients with business solutions for success; 3) To help business units in Asia grow their business; 4) To help the chairman and the Executive Committee with new project evaluation and new investments and commitments in Asia.

• **Scope of work:** IDG Asia has offices in Beijing, Shenzhen, Shanghai and Hong Kong and works closely with the IMS divisions in Taiwan, Singapore and Japan as well as IDG World Expo Asia, to service multinational advertisers' headquarters needs. IDG Asia also offers consultancy, research, custom publishing, direct marketing, media monitoring, production and translation services in various Asian countries.

The IDG Asia team works closely with IDG Marketing Services' directors of national accounts in the U.S. to help IDG's major clients with marketing planning and programs. Examples of events IDG Asia has helped facilitate include the IBM 0S/2 Warp launch events in Beijing and Shanghai, Novell's Brainshare Event in Beijing, and Bill Gates' first speech in Hong Kong.

The IDG Asia team also works closely with business units in Asia to grow their revenues by introducing clients to them for ad campaigns or for participation in their tradeshows. For example, IDG Asia helped design a special ad campaign for nine IDG publications in China during Computer Associates Chairman Charles Wang's visit to China. The division also helps business units launch new products. For example, IDG Asia worked with IDG World Expo Asia to launch Vietnam Computerworld Expo, Information Superhighway Summit in Singapore and the CompuChina Expo.

SUPPORT SERVICE BUSINESS UNITS

In addition to helping the Executive Committee with evaluation of investment projects in Asian countries, IDG Asia helps to coordinate the investment activities and management of Pacific Technology Ventures-China, IDG's investment arm in China.

IDG LIST SERVICES
- **Location: Framingham**
- **Number of employees: 9**
- **Established: 1987**
- **Key Contact: Deb Goldstein, president (Tel: 508-370-0820, Fax: 508-370-0020, BTalk: D. Goldstein)**

• **Mission:** To serve the direct marketing community by providing quality list management and brokerage services in an efficient and timely manner.

• **Scope of work:** IDG List Services is a full-service list management and brokerage company that specializes in the computer-related/IT market. List Services manages 19 IDG lists as well as three outside lists. It is also a centralized service that provides list information, advice and negotiations among all the IDG business units. The company started a brokerage division in February 1995 that provides a strategic partnership to mailers. This includes list research, direct mail consulting, order processing and follow-up to IDG and outside clients.

IDG MARKETING SERVICES U.S.
- **Locations: Boston, San Francisco and Stamford, Conn.**
- **Established: 1991**
- **Number of employees: 27**
- **Key contacts: Peter Horan, president (Tel: 415-676-3000, Fax: 415-705-6421, Internet: peter_horan@idg.com), Mike Rogers, executive vice president (Tel: 203-351-1080, Fax: 203-351-1089, Internet: mike_rogers@idg.com)**

• **Mission:** IDG Marketing Services U.S. has two primary roles: 1) To execute a national account program that creates incremental revenue for IDG by matching IDG solutions to top account marketing challenges; and 2) to increase vendors' belief that partnership with IDG offers them a competitive edge because of the staff's knowledge of technology markets and marketing, IDG's global product lines, and the innovative programs IDG creates to bring them together with their customers.

• **Scope of work:** IDG Marketing Service's directors of national accounts (DNAs) strive to be respected advisors to IDG's leading customers on marketing issues. The DNAs use this position to develop and sell marketing programs based on IDG products and services. Often, the DNA's job involves finding ways to shape the client's view of market segments and the best way to reach them. Increasingly, the efforts of the IDG Marketing Services national accounts program requires close coordination with IMS International, IMS Europe and other IMS sales offices.

The IMS marketing program primarily targets the individuals who control the marketing budgets of IDG's largest customers. The goal is to convince these people of the superiority of IDG's family of companies, through a range of techniques and tools including the "Buying IT in the 90s" research series, events such as the IDG Global Summit and Comdex Cafe, as well as advertising, public relations and sales literature.

IDG MARKETING SERVICES EUROPE
- **Locations: Staines, England, Paris, Munich**
- **Number of employees: 24**
- **Key contact: Jeff Meers, president (Tel: 44-1784-210210, Fax: 44-1784-210200, Internet: jeff_meers@idg.com)**

• **Mission:** 1) Increase IDG's share of centralized multi-country advertising out of Europe to IDG's global product line publications in Europe and the rest of the world. 2) Build incremental revenue from decentralized pan-European advertisers in IDG business units in Europe.

• **Scope of work:**
IMS Europe has sales offices in the U.K., France and Germany to service the needs of multinational advertisers' headquarters. IMS Europe also offers consultancy, research, custom publishing, direct marketing and media monitoring, and the benefits of a one-stop central booking facility including production and translation services.

The Client Service team works closely with the top pan-European head office clients and their agencies servicing their central planning of locally bought advertising campaigns. Client Service draws upon IDG's unrivaled market knowledge and access to IT buyers to produce innovative marketing partnerships that build client business and IDG revenues locally.

SUPPORT SERVICE BUSINESS UNITS

Marketing programs demonstrating IT marketing thought leadership, including the European Global Summit, IT Marketing Edge, Global Briefing, Research Seminars and client events targeted at pan-European advertisers and influencers increase awareness of IDG's leading position in Europe and generate extra revenue.

Note: for information on IDG Marketing Services' activities in Asia, see the IDG Asia listing on page 16.

IDG MARKETING SERVICES INTERNATIONAL
- **Locations: Framingham, Miami, San Francisco**
- **Other IMS International offices: Beijing, Munich, Paris, Tokyo, Taipei, Hong Kong, London**
- **Key contact: Frank Cutitta, president (Tel: 508-879-0700, Fax: 508-820-1639, Internet: frank_cutitta@idg.com)**

• **Mission:** IMS International acts as a clearinghouse to determine the most cost-effective means — from advertising to trade shows — for vendors wishing to enter new international markets or expand within their current markets.

• **Scope of work:** IMS International offers information technology marketers one-stop global marketing communications access. IMS International works closely with IDG Marketing Services U.S.'s national account representatives and brings to its account relationships extensive knowledge of international markets, cultures, and IDG's resources throughout the world. In addition to preparing customized advertising and exposition packages, IMS International works as a consultant to provide market research, locate distribution opportunities and develop international marketing strategies. By centralizing global media and exposition programs through IMS International, clients can avail themselves of significant savings through IDG's global discount programs.

IDG RESEARCH SERVICES GROUP
- **Locations: Framingham and San Francisco**
- **Established: 1987**
- **Number of employees: 25**
- **Key contacts: Kathy Dinneen, president (Tel: 508-820-2525, Fax: 508-370-0020, BTalk: K.Dinneen), Gary Rocchio, vice president/director of research (Tel: 415-676-3024, Fax: 415-982-1702, BTalk: G.Rocchio)**

• **Mission:** IDG Research Services provides a wide variety of primary and secondary research services to IDG business units, as well as to select outside clients. The group specializes in the management and conduct of advertising, publishing, trade show and high-technology-related primary research studies.

• **Scope of work:** Types of studies conducted by the primary research group include editorial tracking and product comparison studies, advertising and company recall and awareness studies, brand preference and buying intention studies, product and technology studies, corporate image studies, and employee and customer satisfaction studies. IDG Research Services also provides a variety of secondary research to IDG business units, including the development of high-tech market briefs, computer industry inquiries, syndicated media study analysis, competitive publication monitoring, and advertising tracking. IDG Research also produces the weekly "Competitive Update."

INTERNATIONAL PUBLISHING SERVICES
- **Location: Boston**
- **Number of employees: 33 (including News Service correspondents)**
- **Key contact: David Hill, president (Tel: 617-423-9030, Fax: 617-423-0712, BTalk: D.Hill, Lotus Notes: David Hill)**

Licensing
• **Key contacts:** David Hill, president (Tel: 617-423-0534), Tim Clarke, vice president of licensing/publications (Tel: 617-423-0237, BTalk: T.Clarke, Lotus Notes: Tim Clarke), Lisa Judd, vice president of licensing/expositions (Tel: 617-423-1306, Fax: 617-423-0712, BTalk: L.Judd, Lotus Notes: Lisa Judd)

• **Mission:** To support IDG's existing licensing relationships around the world by providing licensees access to the broad range of IDG resources in their publishing and show management efforts. In markets where IDG titles and events are not yet being produced, the staff seeks licensing relationships for IDG with quality local publishers and show producers as those markets become large enough to support one or more IDG products.

• **Scope of work:** The highest growth in IT over the past few years, and projected over the next decade, is in smaller markets around the world. Licensing aims to provide vehicles for IDG's customers seeking to promote and sell their products in these high-growth markets. IDG-licensed publications provide valuable editorial coverage and serve as reliable advertising ve-

SUPPORT SERVICE BUSINESS UNITS

hicles for customer's products. In many cases, trade events work in concert with the publications to support customers' products.

IDG News Service
- **Established:** 1984
- **Key contact:** Rob Garretson, editor-in-chief (Tel: 617-423-1052, Fax: 617-423-0240, BTalk: R.Garretson, Lotus Notes: Rob Garretson)

- **Mission:** To be the world's leading daily source of global IT news, features, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide.

- **Scope of work:** Each week 300-350 stories generated by participating IDG publications and an international network of News Service correspondents (London, Paris, Brussels, Munich, Rome, Moscow, Taipei, Tokyo, Hong Kong, Boston and San Francisco) are transmitted online to publishing business units worldwide. News Service editors edit and transmit copy within hours of its arrival at the Boston newsroom and the Paris bureau (and Hong Kong in 1996) six days per week. In addition to daily reporting from key IT markets around the world, the News Service correspondents are available to all IDG publications for special reporting projects such as helping produce global supplements or adding international reporting to staff-written stories.

IDG World Update
- **Established:** 1970. Brought under IPS wing in 1990.
- **Key contacts:** Penny Winn (Tel: 617-423-0406), Patricia Smith (Tel: 617-423-0527), Stephanie Noyes (Tel: 617-423-0241), Fax: 617-423-0712, Internet: world_update@idg.com

- **Mission:** To report on IDG activities around the world via a weekly employee newsletter, thereby fostering a sense of corporate identity and facilitating synergies among IDG business units.

- **Scope of work:** The *IDG World Update* staff works to develop relationships with IDG's worldwide business units in an effort to facilitate the flow of information to its office and, in turn, distribute news and feature stories about IDG and IDG employees. The staff is responsible for all aspects of producing the newsletter — from gathering news, writing articles and taking photographs to desktop publishing and managing the mailing lists. Employees with story ideas and suggestions for *World Update* are encouraged to contact the staff.

IDG Global Communications Group
- **Location:** Boston and San Mateo, Calif.
- **Key Contact:** Jeff DeBalko, vice president, Global Communications, IPS (Tel: 617-423-0235, Fax: 617-423-0712, Boston; Tel:415-312-0565, Fax: 415-638-2402, San Mateo; Lotus Notes: Jeff DeBalko)

- **Mission:** To develop a comprehensive global IT infrastructure that will enable IDG business units to effectively leverage common technology and information resources in order to increase productivity and profitability throughout the company.

- **Scope of work:** The Global Communications Group has five core objectives: 1) Implement a managed global network and E-mail infrastructure. 2) Develop and deploy global and corporate applications. 3) Promote IDG corporate as a technology leader. 4) Act as a technology "conduit" between business units. 5) Evaluate new technology for global use.

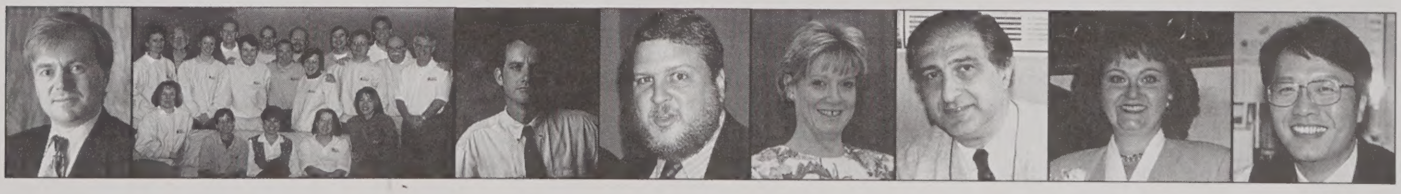
The Global Communications Group works closely with the IDG Information Systems Department to support IDG's global technology initiatives.

GIVE US YOUR FEEDBACK!

IDG *World Update* will publish a revised "Who Are We" issue early in 1997. Tell us what you think of this issue, and send any corrections or information you would like included in the '97 version to *IDG World Update* via interoffice mail, fax: 617-423-0712 or Internet: world_update@idg.com.

SEE TRIVIA CONTEST ON BACK....

The lucky winner of the *IDG World Update* ITrivia contest on the back page will be awarded a sporty IDG windbreaker. Send your entries to us before January 29 to be eligible to win!



?? ITRIVIA ??

TEST YOUR IDG KNOWLEDGE

Do you pride yourself on knowing what's going on at IDG? Prove it! Send in your answers to the questions below. (Hint: the answers can be found in the 1995 Year-in-Review issue of *IDG World Update*.) All the correct entries will be included in a drawing for an official IDG windbreaker.

1) What IDG business unit launched *Net* magazine and what is the publication's tagline?

2) How many clients attended the fourth annual IDG Global Summit in Scottsdale, Ariz.?

3) In what country did IDC establish its first independent Latin American subsidiary?

4) What is the name of the event organized by Computerwoche Verlag in Stuggart, Germany?

5) What gaming title did IDG's Athens-based licensee Delta Graph sign an agreement for?

6) What IDG licensee organized Computer EXPO'95/Spring in Kiev?

7) What business unit marked its fifth anniversary with a "Super Dummies" campaign?

8) What high-visibility method did IDG's Romanian licensee use to advertise its publications?

9) When *PC World* launched in Belarus, what was its initial circulation?

10) What IDG business unit launched the Electronic Entertainment Expo?

11) What was the name of the conference produced by IDG and IDC France for senior execs and IS professionals?

12) What is IDG Spain's newest title, targeting the distributor channel?

13) What is the name of *CIO*'s supplement devoted to conducting business on the WWW?

14) What is the name of the *Macworld* Netherlands editor-in-chief who participated in the Global Fellowship Program?

Name ____________________

Business Unit ____________________

E-mail address ____________________

Mail, fax, or E-mail your responses to *IDG World Update*; contact information is in the masthead below.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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January 8, 1996

PC WORLD CIRCULATION RATE BASE TOPS ONE MILLION

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ON LINE: NETWORK WORLD PRESIDENT COLIN UNGARO TAKES A TURN

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OFF SITE: IDG BOOKS EMPLOYEE SNAPS JAZZ GREATS IN ACTION

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC Extends Reach with Opening of Portuguese Office

IDC has extended its reach to 41 countries with the signing of an agency agreement this past December in Portugal.

Jorge Coimbra, the owner of the new company, is well-known in the Portuguese market, where he established Factor de Equilibrio, a firm specializing in IT events, conferences and exhibitions. The general manager of IDC Portugal will be **Maria Soledad Lopes**.

IDC Europe President **Roberto Masiero** said he expects that IDC Portugal will attain revenues of US$100,000 in 1996, reaching US$1,000,000 five years from now.

"The Portuguese market has the most potential of all the small European IT markets, and we are excited to have the opportunity to cooperate with a prestigious local partner to develop our presence there," Masiero said.

According to IDC, the Portuguese IT market was valued at $825 million at the end of 1994. Its revenue is projected to grow 7.5% from 1994 to 1999.

Under an agency agreement, an independent company has a contract to do business as an IDC licensee. About half of IDC's offices are considered agencies.

First Romanian Computer Show Attracts Sell-out Crowd

CHS ROMANIA

MIHAELA GORODCOV (RIGHT), GENERAL MANAGER OF IDG'S ROMANIAN LICENSEE, *is joined at the opening ceremony of the first Romanian Computer Show by Napoleon Pop, president of The World Trade Center, Bucharest, and Dr. Vasile Baltar, deputy minister of WTC.*

The first Romanian Computer Show went off without a hitch last November, and attendees and exhibitors left clamoring for more. The show, referred to as ROCS, was organized by IDG's Romanian licensee, IDG Communications Publishing Group SRL, and marked another first as the country's only IT show to be held in the fall.

The newly constructed World Trade Center proved the perfect venue for ROCS, which featured vendor briefings as opposed to a conference program. Sold out almost immediately after booth space went on sale last year, the hall was booked for the 1996 event before the show concluded. So many vendors who were too late to sign up for the first ROCS want space at the next show that the company is negotiating with the World Trade Center to double the size of the exhibition space.

General Manager **Mihaela Gorodcov** estimates close to 50,000 visitors flocked to ROCS and at times the premises were so crowded that guards had to halt the public at the doors for up to half an hour.

In 1996, Gorodcov plans to organize at least two ROCS events, in the autumn

• CONTINUED PAGE 5 •

IN BRIEF

PC Home Sponsors Technology Centre at U.K. Education Show

A YOUNG VISITOR TESTS OUT THE LATEST IN EDUCATIONAL *technology at the PC Home-sponsored Technology Centre.*

Since IDG Media relaunched *PC Home* last July, the title has distinguished itself from other magazines in its class through initiatives like the *PC Home* Family Panel where families review educational software. Another successful activity was the sponsorship of the *PC Home* Technology Centre at the ISIS Independent Education Show in London last October.

Drawing close to 5,000 parents, the ISIS show focused on private education opportunities for children ages 3-18 and identified the awareness of technology in the very young.

For the first time, hardware and software vendors were brought together at the Technology Stand where a broad range of educational products available to parents and teachers were demonstrated.

In addition, the magazine published a special supplement, *Education at Home*, distributed to all attendees and at newsstands. The supplement covered how to determine the best learning products and the best systems to run the programs on.

PC Home has received such positive feedback about the special supplement that publishers are planning quarterly supplements to address the changing face of IT in the educational marketplace. 🖳

Thanks to ***Louise Elphick*** *for contributing this story.*

ADDRESS CHANGE

IDG Hong Kong has moved to:

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Mount Parker House
1111 King's Road
Quarry Bay, Hong Kong

Tel: +852-2861-3238
Fax: +852-2861-0953

PC World Circulation Increased to 1,020,000

Just seven months after raising its rate base to 1,000,000, *PC World* President and Publisher **Rich Marino** announced that the monthly will raise its circulation rate base to 1,020,000, effective this month. Advertising rates will not be affected.

PC World's growth reflects the involvement of an increasing number of management influencers in the purchase of PC products. "Syndicated research indicates the importance of management-level business people in the purchase of PC products for corporate America. *PC World*'s circulation continues to rise because we carefully research the information needs of this growing audience and invest in editorial, bringing readers the PC World Top 20 PCs, Top 10 Printers, Monitors, and Modems and other unique content," Marino noted.

In the past year, *PC World* has received a total of 10 awards for editorial excellence from the American Business Press, Western Publication Association, Computer Press Association and the American Society of Business Press Editors.

According to Adscope Inc., *PC World*'s advertising page counts for the first half of 1995 are up 6% over the same period last year, a greater increase than that of any of its competitors. 🖳

Computerworld, Inc., IDC Divisions Adopt New Names

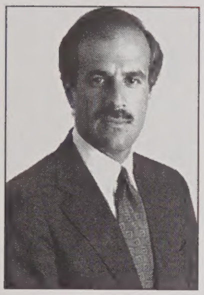
Computerworld's CW Database Division and Response Technologies groups retired their names this past December and are now known collectively as the Computerworld Information Management Division.

The three product lines for the division are CW Lead Management, CW VAR Database and CW Buyers Database. According to Vice President **Rich Mikita**, the name change has been made in order to present a more integrated package of services to CW clients and to fit more neatly into CW Inc.'s marketing campaign.

The IDC subsidiary LINK Resources changed its name to IDC/LINK late last fall. The group has also moved to larger quarters in midtown Manhattan. **Andy Bose**, group vice president, said the reason for the new name is to better communicate the group's association with IDC as well as with the entire IDG network. IDC/LINK's new address is:

IDC/LINK
2 Park Ave.
New York, NY 10016
Tel: 212-726-0900
Fax: 212-696-8096

ON LINE



COLIN UNGARO

The president of Network World is this week's guest columnist. Part 2 of his column will appear next week.

Q Can you give us a snapshot view of the kind of year you expect *Network World* to have in FY96?

After a year that saw *Network World* set a record for revenue and profit, move to the leadership position in page share, launch an online service and new supplement series, "Capitalizing on the Internet," we expect FY96 to be equally eventful and rewarding. *Network World* is currently on track to set another financial record as well as break new ground with *Network World Fusion* (see below), new print offerings and a record number of seminar series that have set industry standards for quality, innovation and overall usefulness to network IS professionals.

Even so, we do expect competitive pressures to intensify during 1996 as more and more publications try to position themselves as networking books to capitalize on the "next wave," and some traditional competitors try to buy back market share.

What distinguishes *Network World Fusion*, *NW*'s Web-based service, from other online offerings?

We set out to create *NW Fusion* based on the simple idea that the only effective online strategy is one that fully integrates both print and electronic media into a total information package that serves customers better than either could alone. *NW* is extended and augmented on *NW Fusion* with significant additional information and resources (for example, appropriate hyperlinks) identified by *Network World*'s editors. The print reader is alerted to these through a joint *NW/Fusion* Table of Contents in the print product and, more importantly, with *Fusion* logos/alerts contained within many stories on a weekly basis.

NW Fusion follows a controlled circulation model so that we can provide our sponsors/advertisers with highly qualified "hyperleads" of authenticated users vs. mere "hits"—an important distinction from all our competition. All *NW Fusion* viewers must register for the service, either as qualified subscribers to the publication or by filling out the qualification form online. *NW Fusion* is response-driven and accountable and should be viewed more from a direct marketing perspective than a mass marketing (or CPM-driven) one.

Without our "virtual department" approach to our online organization, however, we could not have been nearly as effective with the quality of the product or the number of advertisers that we initially attracted (about 40). *NW Fusion* is managed by a core virtual department consisting of three evangelists to ensure a true extension of the print product. Another key to its success is that virtually all departments are involved in the project for more effective generation and sharing of ideas, more efficient staff training, and the ability for all to share in the fun and excitement of *NW Fusion*.

What's the status of Network World Unplugged? Is *Network World* involved in any other expos or similar events?

NW Unplugged is alive and well. The expo, which focuses on mobile computing and remote access, takes place in San Jose, Calif., Feb. 19-21. It had previously been managed by IDG World Expo, but this year DCI, Inc., of Andover, Mass., is managing sales and day-to-day operations. *NW* shapes the strategic direction of the show, and Bill Reinstein is overseeing the partnership with DCI. In addition, *NW*'s highly successful Managing Enterprise Networks conference is scheduled for Boston, Aug. 14-15. In another significant expo development, *Network World* is delighted to be the flagship sponsor of ComNet, the industry's leading communications and networking conference and exposition.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

Client/Server Theme Draws 21,000 to Israeli Exposition

IDG's Israeli publishing licensee, People & Computers Group, held its biannual computers and communications expo in Tel Aviv last fall, and the magnitude and popularity of the event surpassed the expectations of attendees and exhibitors.

InfoTech's client/server theme drew 21,000 high-tech professionals who viewed the latest in networking technology from 150 companies.

InfoTech is the leading Israeli showcase for new technologies and companies in the high-tech industry. The combination of a well-educated and technical work force with a thriving entrepreneurial spirit has led to a boom in the development of communication software and electronic products in Israel that are sold globally.

These same characteristics have drawn multinational corporations to the Israeli market, and IBM, Novell, Digital and Microsoft were among the companies whose demonstrations attracted enthusiastic observers.

Concurrent to the client/server exhibition, "Internet City" attracted Internet veterans and novices alike. Visitors to the pavilion could surf the 'net, learn how a home page is created and find out more about software and services.

A high-tech job fair and seminars on the Internet, Windows '95, GUI development and Visual Basic 4.0 completed InfoTech's offerings.

InfoTech '96, to be held Feb. 28-29 in Tel Aviv, will focus on LAN computing, internetworking and telecommunications.

Thanks to People & Computers' International Marketing and Events Manager ***Sandra Fathi*** *for contributing this story.*

ISRAEL PELLED, PRESIDENT OF PEOPLE & *Computers (left), assists Sun Israel Marketing Manager Dalia Schwarts and Sun Israel President Ya'akov Walter with the opening of their booth at InfoTech '95.*

Regional Office Managers Hold Second Annual Training Meeting

OFFICE MANAGERS FROM IDG'S SIX REGIONAL OFFICES MET IN BOSTON THIS PAST *fall for their second annual training meeting. The two-day gathering was organized by* ***Lucy Sheehan****, office services manager and executive assistant to the vice president/corporate controller, who has overall responsibility for managing the regional offices. The agenda included updates on benefits, corporate travel, consolidated buying, budgeting and accounting. Training in conflict resolution skills and informal brainstorming on how to improve operations in the regional offices rounded out the sessions. (Seated)* ***Jill Stevens****, Irvine, Calif;* ***Pat DeBiase****, Rochelle Park, N.J.;* ***Ellen Sanderson****, Framingham. (Back, from left)* ***Mary Morris****, Dallas;* ***Deb Brown****, Atlanta;* ***Geri Giovanni****, Des Plaines, Ill.;* ***John Kelly****, Office Services, Framingham; Sheehan;* ***Lyndsey Pomella****, Corporate Travel.*

NW Honors Fusion Team

THE NETWORK WORLD FUSION TEAM OF ***Ed Garabedian, Adam Gaffin*** *and* ***Ann Roskey*** *receive the quarterly Network World President's Award from NW President* ***Colin Ungaro*** *(left). The trio was recognized for the quality of the online service it developed, for NW Fusion being a true extension of the publication and for securing an exceptionally large number of online advertisers — 40 — for the product's debut last September.*

IDG WORLD UPDATE

IDG Job Opportunities Update
January 8, 1996

Executive Editor (CW)
The executive editor is responsible for overseeing most of the day-to-day writing and editing operations at CW and for assisting the editor in running the editorial department. The position involves extensive involvement with internal procedures and projects as well as outbound activity such as speeches, site visits and conference attendance and participation. The executive editor participates in most of the critical decisions regarding editorial policies, procedures and personnel and acts as as a stand-in for the editor when necessary. The position requires extensive experience in, and understanding of news, features and production issues and procedures in an editorial department of a weekly newspaper is required. 8-10 years of news writing and editing, with a minimum of 5 years' computer industry experience required. Excellent public speaking skills and bachelor's degree also required.

Marketing Database Specialist (CW)
The selected candidate will process incoming surveys, edit survey responses on-line and collect data over the telephone. Individual must be detail-oriented, articulate and possess PC skills. Knowledge of Excel and FoxPro a plus. Marketing, market research or business degree preferred.

Sales Administration Assistant (CW)
Responsibilities include working with several sales people in a developing proposals and presentations as well as sales records keeping and management of sales collateral materials. Word processing, spreadsheet and presentation software knowledge necessary. Strong written and phone communication skills a must. The ability to work within a group and manage multiple tasks in a fast paced environment is necessary. Knowledge of the computer industry or marketing services is a plus. Knowledge of Lotus Notes and internet communications software a plus.

Industry Analyst (CW)
This individual will be responsible for identifying trends and market opportunities within the computer industry in order to maximize sales potential. Excellent analytical skills and strong oral and written communication skills required. Industry knowledge necessary.

Regional Manager (CW)
Responsibilities include representing the Computerworldd Buyers Database within the western region, support of ROP advertising sales by using the available data, research and resources of the CW Buyers Database. The selected candidate will also facilitate usage with the advertising base to provide added value to advertising, call on and present research, data, and sales lead programs to CW advertising clients, prospects and agencies. Some travel is required.

Group Marketing Manager (IDC)
Seeking a dynamic and aggressive professional with 5-7 years of experience including product and direct marketing, as well as marcomm experience. Responsibilities include working with a team of high-profile market analysts, press relations, product positioning, translating technical ideas into compelling marketing messages, developing targeted prospect lists, writing and producing direct mail and press campaigns and event management. Strong promotional writing, communications, and desktop publishing skills required.

National Account Manager (2) (IDG/B)
Responsible for sales development of IDG Books Worldwide's print and CD-ROM content into the assigned territory. Major account responsibilities include Novell, IBM and Compaq. Qualified candidate will possess successful experience with OEM markets, software and hardware channels, VAR's, CBT and Internet products.

Company	Job Title	Location	Contact	Phone Number	Fax Number
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CCI	Advertising Director	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
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CIO	Staff Writer	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CW	Marketing Database Specialist	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Sales Administration Assistant	Framingham, MA	C. Chupka	P: (508)820-8162	F: (508)879-3760
CW	Switchboard Operator	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Graphic Designer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Executive Editor	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Senior Editor	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
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CW	Senior Editor, Management and Storage	Framingham, MA	M. Johnson	P: (508)879-0700	F: (508)875-8931
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CW	Regional Manager	Burlingame, CA	L. Lehane	P: (415)347-0555	F: (415)347-8312
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IDC	Internship, Investment Research Services (PT)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Research Analyst, Personal Systems	Mt. View, CA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Research Assistant, (PT)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Research Director, UNIX	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Research Manager, Unix & Server OS	Framingham / Mt. Vi	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC/LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600

Company	Job Title	Location	Contact	Phone Number	Fax Number
ISG	Content/Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
IVI	Research Director	Falls Church, VA	M. Koethe	P: (508)935-4531	F: (508)935-4600
MAC	Administrative Assistant	San Francisco, CA	M. Chow	P: (415)978-3272	F: (415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Senior Marketing Manager	San Francisco, CA	C.Koral	P: (415)974-7309	F: (415)442-0766
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	P: (617)440-2724	F: (617)440-0300
NW	Office Services Manager	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	Graphic Designer	Framingham, MA	M. Cornetta	P: (508)935-4734	F: (508)935-4600
NW	Copy Chief	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	Senior Writer	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	Senior Writer, Online	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	Advertising Director	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	District Sales Manager	Sunnyvale, CA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	IS/Web Site Assistant	Framingham, MA	D. Volpe	P: (508)935-4192	F: (508)935-4600
PCW	Senior Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	Executive Editor	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	P/T Content Development Specialist	San Francisco, CA	A. Block	P: (415)975-2640	F: (415)442-1891
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
PCW	Account Representative	San Francisco, CA	C. Cox	P: (415)978-3277	F: (415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW	Product Development Specialist	San Francisco, CA	S. Frankel	P: (415) 975-2668	F: (415) 442-189
PCW/MMW	Associate Editor, News	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MMW	Associate Editor, Reviews	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MMW	Editorial Assistant	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
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West Coast Job Hotline: (415) 978-3100

OFF SITE

IDG Books' McMillen Snaps the Stars

McCoy Tyner. Stan Getz. Art Blakey. Bill Evans. Those are just some of the hundreds of jazz musicians IDG Books Shipping Supervisor **Brian McMillen** has met, mingled with and photographed. Since the 1970s, Brian's ability to capture jazz greats on film has been featured on record covers and publicity posters and used for books and magazine articles.

Back in high school, his first exposure to a Miles Davis record converged with learning the rudiments of darkroom techniques, and Brian began to blend his two interests. He honed his talent at Keystone Korner, a jazz club in San Francisco, where he was always first in line for tickets so he could get a front row seat. "People at the club noticed that I was around a lot, and they eventually let me into sound checks and gave me backstage access — I got a lot of great candids that way," he recalled.

By going to the Monterey Jazz Festival and other major gatherings and visiting jazz clubs around the country, Brian's portfolio grew as he connected with more people in the industry. During one trip to the Village Vanguard, a jazz shrine in New York City, he asked if he could show some of his photos to the owner and founder. As it turned out, Max Gordon was just finishing his autobiography, and some of Brian's work appeared in *Live at the Village Vanguard.*

Asked what appeals most to him about his subjects, Brian said it's their "universal consciousness — their ability to see a commonality in all cultures and music. They travel a lot and see a lot, and a lot of it rubbed off on me. They were my link to the rest of the world. Spending time with them helped me think bigger and in broader terms."

For the past few years Brian has been on hiatus from his avocation. "There's really no money in it, and the jazz world is flaky; people want things for free and they want it yesterday," he said. "But, I miss the momentum I had when I took photos. I feel it churning away inside me, and I'm thinking of starting up again."

Although some of Brian's record covers are from custom photo sessions with the artists, he found those more challenging to do than concert shots. "Onstage there's more spontaneity, and the pictures unfold in front of me — I just catch them in the act," he said. "Those are my best pictures."

Surprisingly, Brian hasn't framed any of his record covers at home. He says he gets a sense of accomplishment from his work, but he doesn't dwell on it. He likens his philosophy to Duke Ellington's. Asked what his favorite piece of music was, the Duke replied, "The next one." 🖳

DRUMMER EXTRAORDINAIRE MAX ROACH ACKNOWLEDGES HIS *bandmates during a set at Keystone Korner in San Francisco in 1981. According to Brian, the lighting and mood of the photo is typical of his jazz club shoots.*

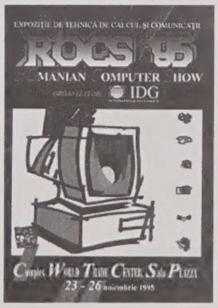
BRIAN USED A TIMER TO SNAP THIS SELF- *portrait before a McCoy Tyner cover shoot.*

ROMANIA

continued from page 1

and in the spring, possibly in conjunction with IDG Hungary, as there are a number of Hungarian companies that wish to exhibit in Bucharest.

As a result of the extensive advertising campaign promoting ROCS, "practically everyone knows about it," Gorodcov said. Posters and brochures papered the city and use of the same logo will enhance the recognition factor for this year's shows. Gorodcov and her staff will continue to work closely with **Lisa Judd**, VP/licensing for International Publishing Services, to coordinate the show and attract international attention.


EXPOZIȚIE DE TEHNICĂ DE CALCUL ȘI COMUNICAȚII
ROCS '95
MANIAN OMPUTER HOW
IDG
Complex World Trade Center, Sala Plaza
23 - 26 noiembrie 1995

For more information contact Lisa Judd at tel: 617-423-1306 or fax: 617-423-0712 or Mihaela Gorodcov at tel: 40-1-212-03-40 or fax: 40-1-312-76-12. 🖳

NOTEWORTHY

PROMOTIONS

Samantha Parent, formerly content developer for *PC World Online*, has been promoted to staff online editor. "Samantha was instrumental in the design and production of *PCW* and *Multimedia World Online*'s Web sites," said **Thomas Gewecke**, publisher of *PCW*'s Online Services Group. Samantha has a BA in English and French from Princeton University and an MA in English literature and women's studies from the University of Virginia.

NEW EMPLOYEES

HINDS

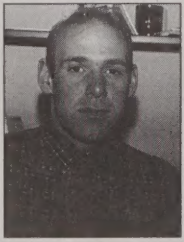
IDG WORLD UPDATE

The *CW* Information Management Division welcomes a pair of new employees. **Tim Hinds** is regional manager. Most recently an account executive for CMG Information Services, Tim has a BSBA in natural sciences and business administration from Boston University. Tim is a former U.S. naval officer who enjoys skiing in his free time.

SICARD

IDG WORLD UPDATE

Richard Sicard is a systems programmer. Richard has a BS in business administration from North Adams State College and worked previously as customer service and ticket sales manager at Wachusett Mountain Ski Area.

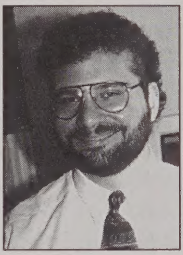


LYMAN

IDG WORLD UPDATE

IDC welcomes three new employees. **Jonathan Lyman** is a consulting production specialist. Prior to joining IDC, Jonathan worked as a graphics artist at Star Press. He earned an associate's degree in graphics arts from Holyoke Community College and enjoys computer graphics and fitness.

Julie Sheehan is an administrative assistant in the Marketing Department. Previously a personal lines manager at McWalter Insurance Agency, Julie attended Bryant College and is pursuing a degree in marketing at Northeastern University.

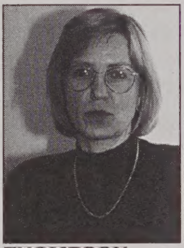


TIRONE

IDG WORLD UPDATE

Steven Tirone is a research analyst in IDC's Personal Systems Group. As project editor for Simon & Schuster, Steven oversaw the publication of a one-volume encyclopedia on the Vietnam War. He has a BA and an MA in European history from the State University of New York. Hiking and reading about history are Steven's favorite pastimes.

Susan Logan has signed on as events manager for Infotainment World. Susan had a BS in psychobiology from the University of California/Berkeley and worked previously as business manager for Ziff Davis TV. Her outside interests include soccer, riding and travel.



THOMPSON

IDG WORLD UPDATE

Beverly Thompson has joined IDG's Corporate Tax Department as a tax manager. Most recently assistant tax manager for Stride Rite Corp., Beverly earned a BA in German from the University of Massachusetts and an MS in taxation from Bentley College. She enjoys spending time with her family and running.

Elizabeth Angelo has joined IDG Books Professional Publishing Group as an executive assistant. Elizabeth worked as temp in the Braintree office since last fall. She has an associate's degree in advertising and graphic design from the New England School of Art & Design. She lists her favorite outside interests as painting, working out and ballet.

Mark Davis is registration manager for *InfoWorld* Editorial Events. Most recently database administrator and project manager for CMI, Mark earned a BS in toxicology from the University of California/Davis.

Formerly Northeast account executive for *Windows Sources*, **Dave Pellegrini** has joined *InfoWorld* as mid-Atlantic account executive. Dave has a BS in business management from Indiana University where he minored in psychology and enjoys white-water rafting and mountain

TRANSFERS

Anita Epler, previously associate editor, Reviews at *InfoWorld*, is now senior associate editor, Reviews at *Macworld*.

John Ferris, previously a compensation and benefits analyst in IDG's Corporate Human Resources Department, has signed on as a financial analyst for IDG Books Worldwide.

Aoife McEvoy, previously human resources representative for IDG Books, has transferred to *PC World* where she is an assistant editor, Features.

ETCETERA

Trisha Gorman, Web page editor/general news for IDG Integrated Media, is co-author of *Careers in Multimedia: Roles and Resources*. The book examines how industries like advertising, marketing and law are being affected by new media. Co-authored by Hal Josephson and published by International Thomson/Wadsworth, the book is available at college and university bookstores.

STEPHENS (LEFT) AND HICKS

InfoWorld Regional Manager **Reinelle Hicks** and Sales Associate **Renee Stephens** were the recipients of the Publisher's Red Letter Award for the month of October. The two achieved 114% of quota for revenue and 135% of quota for ad pages.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Maureen Burke - Computerworld

SIXTEEN YEARS

José Luiz Oliveira - IDG Brazil
Vicente Tardin - IDG Brazil

FIFTEEN YEARS

Susan Perry - Computerworld
William Cadigan - Computerworld

THIRTEEN YEARS

Jane Boyer - Integrated Media
Dennis McLeod - Macworld
Adrian Mello - Macworld
Rick Ciliberto - Computerworld
Joan Daly - Federal Computer Week

TWELVE YEARS

Maria Grazia Rovati - IDG Italy
Nieves Chesa - IDG Spain
Maristela Oliveira - IDG Brazil
George Clark - Macworld
Pauline Smith - Computerworld
Barbara Sands - Computerworld
Paul Fitzpatrick - CIO

ELEVEN YEARS

Christopher Glenn - Computerworld
Michael McShane - InfoWorld
Nancy Percival - Computerworld
Lois Beninati - Computerworld
Audrey Abbott-Ruiz - Computerworld
Donald Young - IDG

TEN YEARS

Jeff Edman - PC World
Carol Person - Macworld
Lorraine Witzell - Computerworld
Shelly Ginenthal - Macworld
Brad Thorpe - IDC

NINE YEARS

Alda Campos - IDG Brazil
John Watts - Computerworld
Ellen Cross - Computerworld
Jean Bozman - Computerworld
Barbara Murphy - Computerworld
Vera Chan - IDG Hong Kong

EIGHT YEARS

Ann Marcus - Infotainment World
Ursula Nadador - IDG Spain
Marie Bohner - Computerworld
Michelle Chase - IDG
Mary Loffredo - IDC
Michelle Lajeunesse - IDC

SEVEN YEARS

Tania Norris - InfoWorld
Diane Templin - InfoWorld
David Emberly - IDG
Ken Fuller - IDG
Rose Marie Zeno - IDG

SIX YEARS

Jean Kolak-Mercer - Computerworld
Sharon Chin - Computerworld
Stephanie McCann - Computerworld
Diana Garza - InfoWorld
Lillian Richard - IDG
Lisa Brazieal - Macworld
Kimberlee Luedee - Macworld
Gerald Parsons - CIO
Marcia Rosenthal - IDC

FIVE YEARS

Tatiana Hinova - IDG Bulgaria
Valeria Penati - IDG Italy
Karen Lesko - Computerworld
James Hussey - Computerworld
Kelli Flanagan - InfoWorld
Marc Calvanico - InfoWorld
Mark Hanson - IDG
Sue Rogers - IDG
Karen Caponetti - IDG

FOUR YEARS

Sasha Matincheva - IDG Bulgaria
Lesieli Friesen - Infotainment World
Ailton Barbosa da Silva - IDG Brazil
Luiz Fernando P.N. Vieira - IDG Brazil
Kelvin Gee - Macworld
Elisabeth Kowalski - Computerworld
Lynn Levasseur - IDG
Kevin Gasper - InfoWorld
Anne Kandra - PC World
Mike Wallace - PC World
Jonas Hoglund - PC World

THREE YEARS

Nely Yolovska - IDG Bulgaria
Emi Karavelova - IDG Bulgaria
José Gavilan - IDG Spain
Ana Cristina Gonçalves - IDG Brazil
Debbie Lively - IDG Central Services
William Brandel - Computerworld
Steve Stamates - InfoWorld
Erin Wayman - Multimedia World
Erika Bauer - Integrated Media
Cindy Phipps - IDG Books
Rick Gresh - IDG Books
Debi Temple - IDG
Esmeralda Silva - IDC
David Rines - IDC
Barbara Kitzis - IDC
Felix Gonsalves - IDC/LINK
Eric Prothero - IDC

TWO YEARS

Laura Rosenga -Infotainment World
Kátia Freire de C. Barros - IDG Brazil
Denise Hui - Computerworld
Andrea Zurek - Computerworld
Joseph Mola - Computerworld
Julie Dunn - InfoWorld
Karen Jones - InfoWorld
Betsy Burroughs - InfoWorld
Amy Pederson - IDG Books
Matthew Hawn - Macworld
Tim Bourgeois - IDC
Helen Rosen - IDC/LINK
Steven Taylor - IDC

ONE YEAR

Kathy Sund - Infotainment World
Christine Zender - Infotainment World
Ana Paula Lobo - IDG Brazil
Terezinha Omura - IDG Brazil
Lisa Copland - IDG Mktg. Svcs./Europe
Michael Davidson - IDC Canada
Neal Weinberg - Computerworld
Joan Olson - Computerworld
Paula Zahakos - Computerworld
Jacqueline Sandoval - Computerworld
Heather Cadman - Computerworld
Barbara Shuman - Computerworld
Christopher Nelson - Computerworld
David Waugh - Computerworld
Barbara Sullivan - Computerworld
Walter Crosby - Computerworld
Ann Meleny - Computerworld
Sean O'Connor - Computerworld
Carla Catalano - Computerworld
Lyndsey Pomella - IDG
Fatma Agaç - IDG Turkey
Kecia Nordgren - PC World
Sai Man Hui - IDG Asia
Erika Hall - Interactive Svcs. Group
Scott Morgan - InfoWorld
Julia Carreon - InfoWorld
Neil Taylor - IDG Hong Kong
Roni Walker - IDG
Bob Gleason - IDG
Patty Reilly-Lemire - IDG
Matt McAlister - Macworld
Cynthia Ramsey - Macworld
John Whitmarsh - CIO

CELEBRATING 10+

Vicente de Paulo Tardin

HOME: Rio de Janiero, Brazil

JOINED IDG: January 1980 as journalist and copy editor for *Computerworld.*

CURRENT TITLE: Circulation promotion manager for *PC World.*

MOST CHALLENGING PART OF YOUR JOB: Attracting new readers and subscribers in above average numbers.

BEST PART OF YOUR JOB: Working with very talented people who are warm and friendly in a positive atmosphere.

LATEST ACCOMPLISHMENT: Helping to spread the IDG brand and putting Brazilian *PC World* in an even more competitive position.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Of course not! I was too young to even think six months ahead.

JOINED IDG BECAUSE... I was invited to and, by an odd coincidence, at the same time I was mistakenly fired from my prior job. I was working as a staff writer on a weekly news magazine and was fired with other journalists because of a wage campaign — which I was not involved in. I loved that job, so I was disappointed, but I accepted IDG's offer immediately. My former boss soon realized his mistake and invited me to return three times. I told him I preferred to stay at IDG because there was plenty for me to do.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The freedom to evolve and the opportunity to change and contribute. I like the decentralized style of management we have here at IDG because it makes you more responsible.

VICENTE DE PAULO TARDIN, WHO THIS MONTH CELEBRATES *his 16th anniversary with IDG Brazil, recently joined IDG Chairman* ***Pat McGovern*** *for dinner in celebration of his tenure with the company.*

INTERESTS OUTSIDE THE OFFICE: Playing bass in my rock band and writing new tunes, and traveling with my wife and daughter.

DREAM DESTINATION: I would walk into a time tunnel, like in the old TV series, and visit the recent past. I would land in places like London in the 60s (in my younger days) to play with the Beatles, Stones, The Who. Or to be in Rio in the 50s or 60s, to meet bossanova and soccer giants and the innocence we all lost.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 26, Number 3

January 15, 1996

ACTIVE MEDIA'S PLANET STUDIO ATTRACTS INTERNATIONAL ATTENTION AS AWARDS HOST
PAGE 2

INFOWORLD SALES REPS HONORED FOR SUPERIOR PERFORMANCE IN 1995
PAGE 2

IDG EMPLOYEES SPREAD A HEALTHY DOSE OF HOLIDAY CHEER ON BOTH U.S. COASTS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

NW, PCW Jointly Sponsor Test Center

Driven by the similar needs of their readers to get the best information possible to make the right buying decisions, *Network World* and *PC World* have collaborated on a national test center that will focus on enterprise and workgroup class servers.

The *Network World/PC World* Network Test Center will be based in Houston. The director of the center, **Bill Rinko-Gay**, previously managed the Desktop Competitive Analysis Lab at Compaq Computers and is a Houston resident. He is well known and highly regarded in the industry, with more than 15 years of experience in computer hardware and software development and testing.

The performance testing results of the kind the Houston center will produce are not published anywhere else, said *PCW* Executive Editor/Boston **Eric Bender**. "It's quite expensive to test network servers because there's a lot of equipment that's required, and the testing is very complex," Bender noted.

•CONTINUED PAGE 5•

IDG Australia Rings in 1996 with Expanded Portfolio

IDG Australia, the country's largest IT publisher, recently made public a multitude of plans for the new year, among which is the launch of the first new Australian IT newspaper in this decade.

Australian Reseller News is scheduled to launch late next month. The fortnightly newspaper will target the needs of the Australian reseller industry.

"There has never before been so much demand for information about technology," said Managing Director **Don Kennedy**. "As Australian — and world — leaders in fulfilling those information needs, we see 1996 as an exciting and challenging time, requiring innovative solutions and highly focused publications."

> *"We see 1996 as an exciting and challenging time, requiring innovative solutions and highly focused publications."*
>
> **- Don Kennedy**

In that vein, the company will launch *WebMaster* in April. The flagship publication was launched last June in the U.S. by CIO Communications as a bimonthly supplement to *CIO* magazine. As in the U.S., the Australian *WebMaster* will serve management and individuals responsible for establishing and maintaining their companies' presence on the Internet and other online services.

Australian Computerworld, which has dominated the industry since its launch in 1979, will be enhanced with the publication of two new demographic editions and an electronic database.

Compu-terworld: Manufacturing Edition will be published weekly beginning in the first quarter of this year and *Computerworld: Government Edition* will appear in the the second quarter.

The *Computerworld* Executive database will include *Computerworld Today* — the existing daily news update — a worldwide IT information tracker system, an extensive product testing and reviews section, pricing and availability information, comprehensive industry research reports and a local PR wire with continually updated information from IT companies.

Currently available on Lotus Notes, the service will be accessible via the Internet later in the year.

•CONTINUED PAGE 4•

IN BRIEF

InfoWorld Sales Reps Honored for Outstanding Performance

EWORLD
News
Congratulations!
Mary Boston
1995 Salesperson of the Year

INFOWORLD REGIONAL MANAGER MARY BOSTON ACCEPTS *her Salesperson of the Year plaque from IW Publisher* ***Steve Moylan*** *(left) and Senior VP/Marketing and Research* ***Joel Deceuster.***

Fiscal 1995 marked a banner year for the entire *InfoWorld* sales team, which collectively delivered record sales of $70 million and record profits of $14.5 million. At an awards ceremony late last fall, Publisher **Steve Moylan** recognized a number of individual sales reps for outstanding performance in eight categories. Noted Moylan, "Clearly hard work and determination are rewarded and these are just a few of the people who deserve a ton of recognition for a job well done." The winners were:

Highest Ad Revenue per Page
Cindy Zuck ($19,400/page)

Highest Marketshare
Co-winners: **Karen Niles** and **Jim Shannon** (49%)

Delivered Most Ad Pages
Ron Hall (553 pages)

Sales Resource Person of the Year
Amy Phoenix

Delivered Most Ad Revenue
Ron Hall ($7.874 million)

District Sales Manager of the Year
Co-winners: **Peter Mayer** and **Tania Norris**

InfoMarket Salesperson of the Year
Marc Calvanico

Salesperson of the Year
Mary Boston

Planet Studio Awards Attract International Attention

(FROM LEFT) ACTIVEMEDIA'S DALE STRANG CONGRATULATES *Aaron Powell and Louis Castle of Westwood Studios, Las Vegas, winners in the Games Development category.*

The *Planet Studio* Multimedia Awards and Electronic Film Festival, presented by Autodesk's Multimedia Division in coordination with *Planet Studio* newsletter and *DV Magazine,* enticed over 900 guests to San Francisco last October.

Hundreds of artists from the U.S., Europe and Asia/Pacific showcased the finest work being done with Autodesk products. Winners in 10 categories were selected by a blue-ribbon panel of representatives from *Planet Studio, DV Magazine,* Autodesk and industry luminaries. **Dale Strang**, president of ActiveMedia, Inc., publisher of *Planet Studio* and *DV Magazine*, set the stage for the presentation of the awards.

Winners included Sony Picture Imageworks for "Johnny Mnemonic" in the Film category; Louis Castle and Aaron Powell of Westwood Studios for "Spy Crash" in the Games Development category; and Ka-hing Chan for "Hey! Man What Ya Want?" as an outstanding example of Character Animation.

"3D Studio and its plug-ins give PC users the creative flexibility and power reserved until recently for users of workstation-class products," said **Linda Laflamme**, *Planet Studio* publisher/content director. "The caliber of entries for the awards proved users are already hungry for more."

Thanks to ***Peg Brown*** *for contributing this article.*

ADDRESS CHANGE

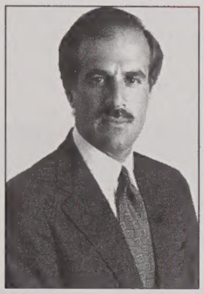
IDG Netherlands has new phone and fax numbers:

Tel: 31-23-546-11-11
Fax: 31-23-546-11-55

CORRECTION

An incorrect address for the @Computerworld home page was listed in the Jan. 1 issue of *IDG World Update*. The correct address is: http://www.computerworld.com.

ON LINE



COLIN UNGARO

The president of Network World is this week's guest columnist. Part 1 of his column appeared last week.

Q *Communications Week* has been giving away significant numbers of advertising pages lately. How does *Network World* counteract?

A Giving away pages as a strategy tends to underscore a lack of vision and strategy for a publication overall and dramatizes its inherent weakness as a marketing vehicle. Eventually, advertisers see through this and must question the viability of a publication that can only offer free pages as a reason to invest in it. The best way to counteract this sort of thing is to remain focused on the value of one's own publication. At *NW* we sell quality, quality, quality by demonstrating how our editors serve our readers' needs better than any other publication and how those readers spend more on the products and services that make up a network.

Incidentally, in a year when *Comm Week* was offering three-for-two and four-for-three page deals, *Network World* grew in share while *Comm Week* declined in share. While it's been nip and tuck all year, *Network World* currently is No. 1 in share, following several years of being in the No. 2 slot, sometimes by as much as five share points.

Does *Network World* have plans for a Global Product Support Center similar to *Computerworld*'s or *PC World*'s?

Yes. We expect the *Network World* Global Product Support Center to be up and running sometime during the second quarter of FY96 to help support networking and communications publications around the globe. The first *Network World* product line meeting is expected to take place later in FY96. The *Network World* brand represents a huge growth opportunity worldwide, and we expect to solicit input from all country managers in the near future.

Have you forged any alliances with other IDG business units?

Yes, quite a few, in fact. We've entered into marketing partnerships with other IDG publications for the *NW* Technical Seminar Series as well as NetDraw, the network design package. Most recently, *NW* and *PC World* have jointly started a Server Test Lab, located in Houston. The test series will begin shortly in both publications and will be customized to serve each publication's audience. Another exciting opportunity in 1996 will be a joint white paper series with *Computerworld* on enterprise storage management. The four-part series promises to help expand the advertising base of both *Network World* and *Computerworld*. Other collaborative projects have taken place with *CIO*, *InfoWorld* and *Federal Computer Week*, and we expect other alliances to be forged in the future as we all take advantage of the strength that IDG publications collectively bring to the market.

Do you find it a challenge to be part of an executive publishing marriage?

Not at all. I met my wife, Susan, on our college newspaper. I was the editor, she was a writer/editor, so while we were dating I had time to get used to the idea that we would both be in publishing. Today, Susan is editor of *Family Circle*, a consumer publication with a circulation of more than five million every three weeks. So while we have a lot to share about publishing—and we often do—we are obviously in different segments of the business, which avoids any competitive confrontations. Besides, she promises not to give me any advice on networking, and I promise to keep my meddling on recipes, true life dramas and decorating ideas to a minimum. In all seriousness, there are many common publishing challenges that we face, so being able to bounce those off each other is gratifying and helpful in finding better solutions.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Chief Financial Officer Gene Gartlan?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

____

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noves.

IDG Employees Spread Holiday Cheer

Bonus Redux

Every December, employees at IDG's U.S. business units welcome a longstanding tradition that is most rare among large corporations: a visit from the company's chairman and a personalized greeting card containing a holiday bonus.

This past year, IDG Paper Supply Co. Director **David Sanders** enjoyed chatting with Chairman **Pat McGovern** and receiving his monetary gift, but he found it was even more pleasurable seeing the bonus the second time around.

On Dec.12, following Pat's visit to Framingham, David planned to deposit his bonus after work, but other errands delayed his trip to the bank. He kept the money in his briefcase, intending to make the deposit during lunch the next day.

On Dec. 13 at 11 a.m., David got a call from IDC Senior Research Analyst **Ellen Julian** who said she had found some money in the 5 Speen Street parking lot attached to a deposit slip that had his name on it. Perhaps he wanted it back? Stunned, David checked his briefcase and only then noticed the bonus money was missing. He realized it must have fallen out of the briefcase on his way into the office several hours earlier.

Ellen, who had never met David before, came to his office a few minutes later with the money and, though she refused to take any financial reward, was persuaded to accept a thank-you lunch.

"Too often good deeds go unnoticed," David said. "So I wanted to tell this great story and let everyone know there are honest people out there!"

MW Steers Toy Drive

SOME OF THE MW ELVES POSE WITH *their purchases. Standing (l-r): Eva Bosch, Suzanne Courteau, Howard Baldwin, Cathy Abes, Jane Lagas and Arne Hurty. Front (l-r): Jeff Barry, Lori Hitchcock and Adrian Mello.*

Spurred on by *Macworld* Director of Editorial Operations **Jane Lagas**, *Macworld* employees collected $1,500 for the San Francisco Fire Department's annual Toys for Tots drive in 1995. With the company matching dollar for dollar, Jane and her band of shoppers were able to purchase $3,000 worth of toys and books to brighten the holidays for area youngsters.

IDG Giving Tree Bears Fruit

IDC'S MADELEINE SPENCER (RIGHT) AND *IDG Corporate Credit's* ***Michelle Chase*** *hoist some of the gifts for the Giving Tree Project to benefit SMOC, a human services program in suburban Boston. IDC's team included* ***Dana Miller***, ***Elizabeth Martin*** *and* ***Heidi Schaefer***, *along with droves of IDC employees who donated gifts and gift certificates to supermarkets for families in need.* ***Ellen Sanderson*** *spearheaded the effort for IDG List Services, IDG Research Services Group, and the PC World and InfoWorld regional offices in Framingham. Michelle Chase's IDG 5 Speen Street team included* ***Lynn Levasseur***, ***Susan Ciullo***, ***Amy Gillette*** *and* ***Sarah Demarais***. *Michelle's eldest son was one of the first to participate in the SMOC program after its inception in the '70s.*

NW Employees Help Boston's Homeless

For the third year, employees at *Network World* rallied to help Boston's homeless by collecting money for the WBNW 590 Fund. Donations were collected from almost every department, and the Marketing Department sponsored its second annual Fundraising Breakfast — for a mere $5, employees were treated to a gourmet spread including eggs, french toast and bagels. When all was said and done — and eaten — *Network World* was able to present the radio station with a check for $1,665, an amount that will go a long way toward helping the hundreds of men, women and children supported by the 590 Fund.

AUSTRALIA

continued from page 1

The list of new ventures for the business unit continues. Additions to IDG Australia's Sources series — which currently comprises *The Computerworld 100, The PC World PC 50* and *The Software 50* — will include *The Reseller 50* and *The Australian 50*, a ranking of the country's top IT companies. *The Australian 50* will also be distributed in the U.S.

Other planned launches are *IT Casebook*, a monthly profiling Australian IT execs and technology implementations; *IT Marketer*, a bi-monthly for marketing managers, ad and PR agencies; and *IT Index*, an annual directory of hardware, software, communications and services providers.

IDG Australia also plans to publish a series of guidebooks, the Absolute Beginners books. A minimum of five books will be released this year on topics from buying a PC to mobile business.

For more information contact Don Kennedy or Catherine Ross at tel: 612-439-5133.

Company	Job Title	Location	Contact	Phone Number	Fax Number
IFTW	Publisher, PCE	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279
IFTW	Tradeshow Director	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279
IFTW	Inside Sales Account Representative	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFW	Associate Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Assoc./Sr. Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0558
IFW	Copy Editor	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Editor, Enterprise Team	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Executive Editor, InfoWorld Electric	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Reporter	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Section Editor - Hardware	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Section Editor - Networking	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Marketing Coordinator	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Sales Support Manager	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Developer, Multimedia & Storage	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Advertising Sales Manager, IFW Electr	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Network Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	PC Support Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Programmer Analyst	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Test Developer, Communications	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IMI NV	Administrative Assistant, Marketing/Sa	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IPS	IS Assistant	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
ISG	Content/Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
IVI	Research Director	Falls Church, VA	M. Koethe	P: (508)935-4531	F: (508)935-4600
MAC	Administrative Assistant	San Francisco, CA	M. Chow	P: (415)978-3272	F: (415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Senior Marketing Manager	San Francisco, CA	C.Koral	P: (415)974-7309	F: (415)442-0766
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	P: (617)440-2724	F: (617)440-0300
NW	Graphic Designer	Framingham, MA	M. Cornetta	P: (508)935-4734	F: (508)935-4600
NW	Copy Chief	Framingham, MA	M. Cornetta Bro	P: (508)820-7474	F: (508)820-3340
NW	Advertising Director	Framingham, MA	M. Cornetta Bro	P: (508)820-7474	F: (508)820-3340
PCW	Senior Designer, Informational Graphic	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	P/T Content Development Specialist	San Francisco, CA	A. Block	P: (415)975-2640	F: (415)442-1891
PCW	Senior News Writer	San Francisco, CA	A. Reinhardt	P: (415)978-3195	F: (415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
PCW	Account Representative	San Francisco, CA	C. Cox	P: (415)978-3277	F: (415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW/MM	Associate Editor, Reviews	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MM	Editorial Assistant	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
Publish	Account Manager	Boston, MA	F. Lee	P: (415)267-1722	F: (415)495-2354

East Coast Job Hotline: (415) 935-4406
West Coast Job Hotline: (415) 978-3100

IDG Job Opportunities Update
January 15, 1996

IS Assistant (IPS)
The IS Assistant will perform general computer-related duties including: installing software, configuring hardware and peripherals, coordinating service on equipment and troubleshooting software and hardware problems. Requires experience and knowledge with PC's and Mac's, Windows, DOS, and System 7.X. Knowledge of office applications (MS Word, MS Excel, Filemaker Pro, Pagemaker, etc.) also required. Proficiency with Lotus Notes, OS/2 and Web development a plus.

Developer, Multimedia & Storage (IFW)
The Test Developer on the Multimedia & Storage Team will research product categories, develop test plans, implement those test plans, and write some portion of the product comparisons the team produces every 6-7 weeks. Knowledge of CD-ROM, CD-R, multimedia, graphics and removable storage systems is required. Scripting skills with Visual Test or similar languages is a plus, as is networking experience. Ability to meet deadlines and excellent written and verbal communications skills are required.

Network Specialist (IFW)
The candidate should have 3-5 years experience managing NetWare 3.1X servers and OS/2 Notes servers. Experience in publishing industry is a plus. Excellent verbal and written communication skills are a requirement as the successful candidate will have to interact with all levels of the company.

Senior News Writer (PCW)
Report and write major industry news stories, new products, and trends in the PC business. Coverage areas may include PC hardware, software, networking, and on-line services. The candidate must have a minimum of five years writing and reporting experience with computer and/or business publications as well as strong editing skills. An English or Journalism degree is desirable. Some travel required.

IDG WORLD UPDATE's Local Loop

FOR SALE

- **Computer desk.** Solid oak with black trim and a glass top. Monitor cradled inside desk behind glass, separate cabinet for hard drive leaving desk surface clear. Very good condition. Cost $500 new; will sell for $125.
  - Vanessa Silva, IDG Marketing Services, 415-705-6420

- **Baby furniture.** Crib with mattress, changing table, high chair, walker. All prices negotiable.
  - Faith Lee, Publish, 415-267-1722

- **1993 Honda Civic EX.** Black/tan, 5-speed, a/c, sunroof, removable Pioneer stereo and speakers, Chapman locks, brakes, power windows, cruise control. One owner, garaged, excellent condition, 45K highway miles. $12,000 or best offer.
  - Shawn Whalen, Cudaback Communications, 617-478-2357

- **Couch and loveseat.** Blue and white ticking stripe. Only five years old, good condition. $500.
  - Karen Lesko, Computerworld, 508-820-8523

RENTALS

- **Hawaiian paradise**. Keke Leo — Enchanting three-bedroom, two-bathroom home on Kuaui's beautiful north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 70 ft. from the ocean. Special rate for IDG employees and friends. Still some openings in Jan.
  -George Clark, Macworld, 415-978-3301
  george_clark@macworld.com

- **Apartment for Rent: Somerville, Mass.** 12 min. walk to Davis or Porter Sq. Lovely, large 1-BR with LR, DR, eat-in kitchen, hw floors, large pantry, W&D in basement, bay windows, fenced backyard. Sorry, no pets. $750/month. Available NOW!
  - Lisa Ryan at 617-423-1366 or 617-628-2207

MARRIAGES

- **Kathie Gow** (Computerworld) married Hollington Lee in August. Kathie and Holly met on a blind date, thanks to the efforts of former *Network World* staffers Lisa Guisbond and Kathleen Cahill, and Lisa's husband, Jim Doyle.

BIRTHS

- **Julie McGill** (IDG Marketing Services) and husband **Steve** (PC Entertainment), welcomed a son, Jeffrey Scott, on Sept. 14. Jeffrey weighed 7 lbs., 9 oz. and was 22 inches long.

- **Frank Cutitta** (IDG International Marketing Services) and his wife Leslie Price Cutitta announce the birth of their daughter Genevieve Elizabeth. Genevieve was born on Oct. 24 weighing 8 lbs., 12 oz. and measuring 21 inches.

LOST!

Did you attend the IDG Christmas Party at the Westin Hotel in Boston last month and mistakenly go home with the wrong suit jacket? If so, I may have yours.

My husband's coat is grey/brown, single-breasted with a pinstripe, size 46. In the pocket is a picture of the two of us taken at the party as well as some cash and a voucher for a trip to Montreal that we won that evening.

The coat you left behind is also a size 46 and a very similar color. You can reach me at 617-422-8051 or via the Internet at heather_holmes@pcworld.com.

- Heather Holmes, IDG Newsletters

Send your ads in by Feb. 12 in order for them to appear in the Feb. 19 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

Your name: ________________________

Business unit: __________ Tel: ____________

Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109 fax: 617-423-0712

IDG WORLD UPDATE's Local Loop

IDG Employee Seeks Sponsors for Week-Long Ride Down California Coast to Fight AIDS

by Peter Holm, production services director, *InfoWorld*

The California AIDS Bike Ride is still six months away, but already the pledging has begun. For those of you not familiar with the ride, it is a 525-mile-long jaunt "downhill" from San Francisco to Los Angeles over a seven-day period at the beginning of June.

In order to provide the necessary support for the riders, the promoters have set a minimum pledge limit of $2,500 for each rider. The money raised will be split proportionately between the two cities based on the percentage of riders from each area. The San Francisco agency benefitting from the ride is SF AIDS Foundation.

This ride takes a commitment on my part — in terms of training for the event, taking vacation time from work, outfitting myself with a bike geared for California hills and not for Cape Cod flats, and raising the necessary funds. This is not something that stops with this letter; it will be an ongoing process for the next six months.

The *IDG World Update* ran a profile on me 18 months ago. It featured a picture of me surrounded by my Barbra Streisand concert "trinkets" and a sweater I had designed and knit for that concert. As an incentive to attract sponsors, I will be holding a raffle on March 1. For every $25 contribution, I will place that person's name in a bowl (up to four chances) and draw a name. The winner will receive a custom-knit sweater.

All you have to do is make out a check to "California AIDS Ride" and mail it to me c/o InfoWorld, 155 Bovet Road, San Mateo, Calif. 94402. I will fill out the necessary forms, forward the checks to the promoters, and do the paperwork for IDG matching gifts. I will send those forms back to the appropriate HR department to collect your signature. If you have any questions, I may be reached at 415-312-0553; I'll be happy to answer all of them.

YES! I will be a sponsor for the California AIDS Bike Ride.

I have enclosed a check for_____ payable to "California AIDS Ride."

Name: ______________________ Business Unit: ________________

Telephone: ________________________

Please send checks to arrive by March 1 to:

Peter Holm
c/o InfoWorld
155 Bovet Road
San Mateo, CA
94402

All IDG sponsors are eligible for a drawing for a custom-knit sweater by Peter.

•CONTINUED ON BACK PAGE•

NetworkWorld
TECHNICAL SEMINARS

50% Discount for all IDG employees!

If you think **Twisted Pair** is a rock group...

...then you need to attend our two-day seminar on the **Fundamentals of Networking & Data Communications.**

This seminar, directed and presented by Ray Horak, is a dynamic, plain-English, common-sense explanation of current and developing communications systems and networks. Acronyms are decoded, technologies are de-mystified, and trends are explained.

Whether to cover your editorial beat, sell your publication or research new IT markets, you need a solid understanding of networking and data communications to succeed in today's technology driven markets.

Don't get strung out. Call 1-800-643-4668 for more information or to register today for the seminar nearest you! Or visit us on the Web at: http//www.nwfusion.com

$447.00

~~$895~~ Registration — This value-packed 2-day seminar includes:

- **A comprehensive seminar workbook. An exclusive, clear, concise guide to network communications.**
- **Copy of international best-seller, *Networking for Dummies* by Doug Lowe.**
- **Luncheon and break refreshments.**

Official Sponsor

CONNECT with Rockwell

1996 Dates & Locations	
Irvine, CA	Feb. 12-13
Dallas, TX	Feb. 15-16
Atlanta, GA	Mar. 4-5
Philadelphia, PA	Mar. 7-8
Boston, MA	Apr. 16-17
Minneapolis, MN	Apr. 18-19
San Francisco, CA	Apr. 22-23

FOUNDATION SERIES

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS
Joe Levy - CIO

TWENTY-ONE YEARS
Dieter Eckbauer - IDG Germany

SEVENTEEN YEARS
Josef Lohner - IDG Germany

FOURTEEN YEARS
Bernhard Weeser-Krell - IDG Germany

THIRTEEN YEARS
Juanita Clark - IDC

TWELVE YEARS
Lee Doyle - IDC

ELEVEN YEARS
Rebecca Segal - IDC
Maureen Rondeau - Int'l Marketing Svcs.

NINE YEARS
Mark Hurlow - Macworld

EIGHT YEARS
Erika Schönberger - IDG Germany
Ulrike Pape - IDG Germany
Mehmet Ali Altaca - IDG Turkey
Chris Guio - InfoWorld
Katalín Kopácsi - IDG Hungary

SEVEN YEARS
Sonja Lack- IDG Germany
Dorothy Cronin - IDG
Amy Hanania - IDG
Zsóka Egyed - IDG Hungary

SIX YEARS
Stefanie Schneider - IDG Germany
Rod Chapin - InfoWorld
Imre Birkus - IDG Hungary

FIVE YEARS
Bernadette Bachl - IDG Germany
Rudolf Birkner - IDG Germany
Holger Heppner - IDG Germany
Hans Hörmannsdorfer - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Jennifer Schlee - IDG Germany
Martha von der Soeren - IDG Germany
Claudia Völk - IDG Germany

FOUR YEARS
Ute Zirus - IDG Germany
Ludger Schmitz - IDG Germany
Kathy Day - IDG Books
Anna Micskó - IDG Hungary

THREE YEARS
Eileen Zimbler - IDC/LINK
Kristine Dupont - IDG Germany
Ursula Grimm - IDG Germany

TWO YEARS
Judith Gordon - IDC
Iain Gillott - IDC/LINK
Bernd Fenske - IDG Germany
Andrea Kirchmeier - IDG Germany
Heike Schöner - IDG Germany
Chris Collins - IDG Books

ONE YEAR
Michael Garner - IDC/LINK
Dorothy Allen - IDC
Richard Finlay - IDC
Elizabeth Martin - IDC
Stephanie Kreitner - IDC
Stephen Baker - IDC
Mary Doyle - IDC/LINK
John-Marc Clark - IDC
Andreas Helmiß - IDG Germany
Monika Brem - IDG Germany
Manfred Sulzmann - IDG Germany
Serap Dinçerler - IDG Turkey
Chrissie Selfridge - PC World
Stan Erhart - PC World
Ayse Sercan - InfoWorld
Carole Walter - IDG Books
Deniese Mirolla-Delano - IDG Books
Dick Yee - IDG Books
Roseanne Good - IDG Books
Sally Shrout - IDG
Diane Ryczek - IDG
Elizabeth Donahue - Computerworld
Eva Bosch - Macworld
Emma Barlow - IDG Media
Sarah Crawford - IDG Media
Louise Elphick - IDG Media
Richard Hease - IDG Media
Mustafa Mustafa - IDG Media

TEST CENTER

continued from page 1

Lee Schlesinger, director of *Network World*'s Test Center in Framingham, is jointly supervising Rinko-Gay's work with Bender. He said *PC World* Editor-in-Chief **Phil Lemmons** approached him with the network test center idea, since *PCW* wanted to branch out into the server testing arena and share a budget and expertise. As an authority on network technology and not a competitor of *PCW*, *Network World* was a logical partner.

"It took a few months for us to find the right person, but Phil identified Bill as the right candidate [they worked together at a non-IDG publication years ago]. It's been a nice cooperative relationship from the beginning," Schlesinger said.

PC World and *Network World* will share the same performance testing data but tailor the presentation and content for their respective audiences: PC-proficient business managers (*PCW*) and network IS professionals (*NW*).

Network World's monthly network test series will debut in the Feb. 19 issue and will appear on *Network World Fusion*, the online extension of the newsweekly. *Network World Fusion* readers will be able to customize the server test results online, allowing them to quickly pinpoint which server is appropriate for their needs.

PC World expects to publish the first network test center data in May, at first in the quarterly Workgroup Computing Special Reports section of the magazine, with the potential of going to a monthly schedule. Like *Network World*, *PCW* will also publish more detailed testing results on its Web site.

Even before the test center churns out any results, the two publications are collaborating on an online survey in which readers can voice their opinions on server reliability and support issues.

For more information on the NW/PCW Network Test Center, contact Bill Rinko-Gay at tel: 713-376-8771 or via the Internet at bill_rinko-gay@pcworld.com.

NOTEWORTHY

PROMOTIONS

DANIELS

Stephen Daniels, formerly director of finance for Macworld Communications, has been promoted to chief operating officer. "Stephen's astute financial management will be key to the development of *Macworld* as we continue to expand our product line over the next few years through start-up projects and acquisitions," said Macworld President **Colin Crawford**. Stephen has over 10 years of public accounting experience and was CFO at Miller Freeman prior to joining *Macworld*.

Erin Wayman, formerly production coordinator for *Multimedia World*, has been promoted to assistant production manager. "Erin has taken to [her position] with great enthusiasm, skilled organizational ability and creativity in her problem solving," said Director of Manufacturing **Claudia Smukler**. "In the world of IT, it is the skillful managers of information, who do so with genuine kindness for co-workers, that remind us that it is possible to do the work of three and still be human."

Ed Valente, formerly applications analyst for IDG's IS department, has been promoted to senior applications analyst. "Ed has done a great job in his two years at IDG," said IS Director **Nancy Newkirk**. "He played a large part in the successful GL implementation and won a STAR Award last summer for his excellent customer service."

Allison Stamm, previously director of advertising analysis, has been promoted to director of competitive analysis at IDG Research Services Group. "This promotion is in recognition of Allison's increasing responsibilities for the tracking and analyzing of publishing, computer advertising and trade show markets," said **Kathy Dinneen**, president of IDG Research Services Group. Allison, who has been with the company for eight years, has a BA in English and theater arts from Marietta College.

Computerworld has announced a number of promotions at its Burlingame, Calif., office. **Christine Curry**, formerly district manager, has been promoted to senior district manager. Christine's northern California territory includes clients 3Com and Sun Microsystems.

Denise Hui, previously administrative sales associate, has been promoted to sales operations manager. In her new position Denise will spearhead a number of new projects and manage the sales coordinators.

Yvonne Zuniga, who has served as the office's receptionist for the past three years, has been promoted to sales coordinator. In this capacity, Yvonne will support three ROP sales teams.

Catherine Weber, previously operations assistant, has been promoted to sales coordinator. She will also support three sales teams.

Gary Fung, formerly vice president of IDG World Expo Asia, has been promoted to associate director of IDG Asia. In his new position, Gary will continue to oversee IDG Asia's technical conferences and exhibitions in China, Taiwan, Hong Kong, Vietnam, Singapore and other Asian countries and will also supervise IMS Asia. "In his 14 months with IDG, Gary has had a major impact on our trade show activities in China and around the region," said **Hugo Hsiung**, director, IDG Asia. Gary was instrumental in co-launching three new conferences and exhibitions — Vietnam Computerworld Expo, MACWORLD Expo/Taiwan and the Information Superhighway Summit in Singapore.

Kelli Walton, formerly associate graphic designer for *CIO*, has been promoted to graphic designer. "Kelli has demonstrated an unsinkable enthusiasm this past year for projects of all sorts," said Art and Design Director **Mary Marshall**. "Kelli's always on the lookout for new ways to liven up the magazine product with new kinds of illustrators and ideas." Kelli is currently enrolled in a graduate program in multimedia and communications at Boston University.

NEW EMPLOYEES

Computerworld welcomes five new employees. **Mary Beth Regan**, previously a weekend manager at Woodbriar, has signed on as an executive assistant in the IS department. Mary Beth has a BA in psychology from Regis College and counts volleyball, sewing and clamming among her many outside interests.

Jessica Abude joins *CW*'s Burlingame, Calif., office as office services administrator. Jessica has a BA in sociology from the University of California/Santa Barbara and worked previously as investor relations coordinator at Glenborough Corp.

Christianne Wittig is receptionist for the West Coast office. A graduate of the University of California/Davis with a degree in linguistics, she worked in a temporary capacity for a few months prior to being hired as a full-time employee.

Previously a credit and database manager, **Tracy Cook** has joined the *CW* Information Management Division as a fulfillment assistant. Tracy has a BA in sociology and enjoys hiking and photography.

Jamie Eckle is a copy editor. A graduate of Northern Illinois University with a BA in journalism, Jamie enjoys gardening and exercise.

Macworld welcomes four new staff members. **Theodore Kim** is an IS technician. Theodore joins the company from Miller Freeman where he was a senior end-user support analyst. He has a BS in English literature from Boston University.

Peter Charles Ho is a circulation coordinator. Peter worked previously as a media planner at N.W. Ayer & Partners. He received a BA in marketing from the University of San Francisco.

Karl Elken is a national sales manager responsible for the northwest territory. Karl served as district sales manager for CMP and earned a BS in international business and finance from Northeastern University. His outside interests include motorcycles and golf.

Frederic Desbois is a programmer/analyst. Theater lights design and golf are Frederic's outside pursuits.

Network World continues to add to its roster of employees. **Sandra Gittlen** is a copy editor. Most recently a caption writer at WGBH Channel 2, Sandra created closed captioning for the hearing impaired. She has a BA in political science and international relations from the University of Wisconsin/Madison and a graduate certificate in women in politics and government from the University of Massachusetts/Boston.

Frank Coelho is *NW*'s office services manager. Frank received a bachelor's degree from the University of Massachusetts/Boston.

Formerly Silicon Valley advertising manager for *LAN Times*, **Vivian Ritondale** has joined *Network World* as senior district sales manager for the northwest U.S. She brings over 13 years of high-tech ad sales experience including a stint as southwest advertising manager for *PC World*. Vivian has a BA in communications and an AAS in journalism from the State University of New York and works out of *NW*'s Sunnyvale, Calif. office.

CREIGHTON

Heidi Creighton is *NW*'s public relations manager. Most recently an account supervisor at Creamer Dickson Basford, Heidi has a BA in English from the University of Southern Maine. She is a published poet who also enjoys cross-country skiing.

Timothy DeMeo is a mailroom assistant at *Network World*. Timothy worked as a temporary subcontractor in IDG's mailroom last fall. A graduate of Douglas High School, Tim is a practicing emergency medical technican.

Deborah Lovell, formerly inside sales and office manager for Marathon Sales, is a sales associate. Deborah is pursuing a BS in business at Eastern Nazarene College and enjoys bowling, acting and cheering for her sons at football and soccer games.

A graduate of Lehigh University with a BA in journalism, **Lori Montemurro** is associate layout editor for *Network World*. In her spare time Lori enjoys cooking and writing.

Previously marketing coordinator for Novell, **Brooke Daniels** is a sales assistant in the Rocky Mountain region. Brooke attended Snow College in Ephraim, Utah, and enjoys time with her husband and two children.

Yael Li-Ron joins *PC World* as a senior associate editor. Most recently senior online editor for *PC Computing*, Yael has a BA in linguistics from Bar Ilan University in Israel. Currently a thesis away from a graduate degree in instructional technology, Yael enjoys computers and surfing the Internet in her free time.

Angela Freeman, who was a Fluegelman Intern at *PC World*, has signed on as a full-time editorial researcher. Angela graduated from the University of California/Los Angeles with a BA in communications studies and enjoys eating out. She also holds a red belt in Tae Kwon Do.

Kathy McKay is an account manager for *PC World*. Kathy has a BS in journalism from Northern Illinois University and will oversee sales in the midwestern U.S. She lists golf and running as her favorite outside pursuits.

Eric Forste is an information engineer for IDG Interactive Services Group. Previously a Web engineer, Eric attended Occidental College and the University of Minnesota. Outside the office Eric serves as a volunteer for the Extrophy Institute and San Francisco Sex Information.

IDC welcomes a trio of new employees. **John McArthur** is research director of Asset Management/Storage. Prior to joining IDC John was unit manager for Information Technology Procurement. A graduate of the University of South Florida, John is an avid bicyclist.

Scott Ryan is an account executive for IDC West. Outside the office Scott enjoys golf, spending time with his family and coaching baseball.

Hillary DeMello is press relations manager for IDC. Hillary has a BA in journalism and mass communications from Duke University and a MS in corporate public relations from Northwestern University. Prior to joining IDC, Hillary was a senior account executive for The Weber Group. She enjoys racquetball, aerobics and her cat Kramer.

Leona Ching is a senior financial analyst at Infotainment World. Before joining IFTW, Leona was a financial operations specialist for Addison Wesley Publishing. She has a BS in business administration from the University of San Francisco and enjoys museums, hiking and running.

Terry Goin is IS manager for *InfoWorld*. Terry comes to *IW* from DHL Airways, Inc. where he was a desktop operations specialist. He has a BS in computer science and mathematics from Eastern New Mexico University and an MBA from New Mexico State University.

Julie Nelson has signed on as a senior research analyst at *InfoWorld*. Julie has a BA in German from the University of Chicago and worked most recently as a financial analyst at Salomon Brothers. In her free time, she enjoys running, skiing and cooking.

TRANSFERS

DILLON

Nancy Dillon, formerly an editorial assistant at *InfoWorld*, is a sales associate for *Computerworld*. Nancy has a BA in English from the University of California/Los Angeles.

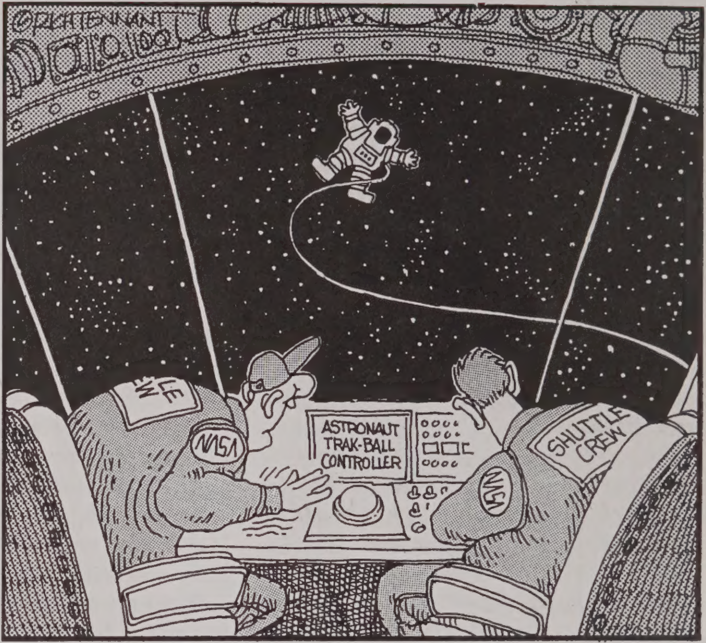
Nancy Durlester, formerly IS manager at *InfoWorld*, is now working in a similar capacity at Infotainment World. Nancy earned a BA in communications/public relations from California State University/Chico.

ETCETERA

PC World Senior Account Representative **Bill Hanck** received an extra holiday gift this year earning the unanimous votes of the Hajjar/Kaufman Media Department as their 1995 Sales Rep of the Year. Bill, a four-year veteran of the *PCW* sales trenches, was cited for his high level of service and all-around good attitude over the course of the last year. "We appreciate all that you have done on behalf of our client [Canon Computer Systems] and the agency. Your hard work has not gone unnoticed," read the citation.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Lesley Stones will have a choice between an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* keychains.



"You think that's a neat trick? Just watch what happens when I push the 'home' key!"

- Lesley Stones
Computerworld Middle East

HONORABLE MENTIONS:

"Wait! It gets better. Watch what he does when I turn it this way."

- David Weldon
Computerworld

"Sorry Herb. I can never remember the difference between clockwise and counter-clockwise."

- Andy Eddy
Infotainment World

One roll for NASA. One leap for mankind.

- Y. C. Ho
IDC Singapore

"Sit tight, partner. We'll have you back before you can say, 'Lost in Space.'"

- Rick Popko
Multimedia World

"Don't touch that scissors icon!"

- Tony Stagnitta
IDG Australia

"Well, what do you think?"
"I don't know...it seems like the astronaut has a mind of his own."

- Annie Liu
IDG Taiwan

"No, no! Your left. YOUR left!"

- Tina Carter
IDG Books Worldwide, Indianapolis

"O.K. Brad. Now you can start remotely testing accessing the LAN."

- Camiel Camps
IDC Benelux

"Think we can get him to do the lambada?"

- Julia King
Computerworld

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 26, Number 4
January 22, 1996

CHINA COMPUTERWORLD IS COUNTRY'S FIRST PUBLICATION TO BE AUDITED BY BPA
PAGE 2

ELECTRONIC ENTERTAINMENT EXPO SOLD OUT FOUR MONTHS IN ADVANCE
PAGE 2

HERE'S A CHANCE TO MAKE YOUR MARK ON IDG WORLD UPDATE - LITERALLY!
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Upfront Market Commitment Key to *WebMaster* Coup

BEST BUSINESS PRACTICES

When the staff at CIO Communications hit upon an idea for a new magazine, they took their proposal not to the IDG Executive Committee, but to the market. And when the market said, "Yes," *WebMaster* got the green light.

"We basically followed the same strategy we used in launching *CIO* back in 1987," explained CIO President **Joe Levy**. "At that time, a few of us had noticed the emergence of a new breed of executive — the chief information officer — and hypothesized the need for a new publication to serve their unique information needs as well as provide a vehicle for advertisers to reach them."

WEBMASTER
Getting the Continental Drift
DM

After some initial research confirmed their hunch, Levy and his small team put together a vendor advisory board from which they sought input for the

•CONTINUED PAGE 4•

IT Advertisers Travel the World with IDG Global Passport Program

The IDG Global Passport Program (GPP) is the newest strategy designed and implemented by IDG Marketing Services to encourage IT marketers to avail themselves of the broad spectrum of IDG products and services thereby giving them a competitive edge.

Depending on levels of advertising spending across IDG's 270 publications in 70 countries around the world, customers are given credits that can be used like cash for future purchases of products or services offered by any IDG business unit anywhere in the world.

IDG
INTERNATIONAL DATA GROUP
GLOBAL PASSPORT PROGRAM

With approval from Global Passport Credit Program Manager **Jackie Nakano** and the client, business units may accept orders to be paid for with available passport credits. Invoices will be paid by the credit program at the client's negotiated rate.

Clients who place advertising in IDG publications through any IDG Marketing Services office automatically accumulate credits. Advertisers may also claim credits on ads placed locally by submitting copies of invoices to IDG Marketing Services.

Passport credits can be used, among other things, toward advertising in any IDG publication and on IDG Web sites; exhibition space at IDG trade shows and events; market research; lists; databases —essentially any IDG product or service.

Qualified customers are entitled to additional VIP benefits including a high-tech fact-finding tour of China, tickets to IDC's annual European IT Forum and consultations with IDC analysts. (see story page 5)

"From a marketing perspective, promotion of IDG's global scope is not new," said **Peter Horan**, president of IDG Marketing Services U.S."The GPP gives added momentum to our efforts to focus increasingly not just on features — IDG's worldwide assets, but on benefits — why these assets are important to our customers and how they are truly actionable."

An important differentiator of this program is that it is not a discount program, but a credit program aimed at enhancing IDG's client relationships.

"The GPP is yet another tool we can use to strengthen our relationships with the customers who do a tremendous amount of business with IDG companies," noted **Mike Rogers**, executive VP, IDG Marketing Services U.S.

Customized sales presentations, ad-

•CONTINUED PAGE 5•

IN BRIEF

Royal Treatment for IDG Spain

PACO ZABALA, COUNTRY MANAGER OF IDG SPAIN (FAR LEFT), *is flanked by the King and Queen of Spain, Don Juan Carlos I and Doña Sofia, during the royal pair's visit to IDG Spain's booths at SIMO TCI '95, the country's largest IT trade show, last November in Madrid. The King and Queen expressed interest in the company's roster of publications which includes PC World, MacWorld, Computerworld, Comunicaciones World, Diario Informático and Dealer World. Dealer World, targeting the distributor channel, had a dedicated booth at the show. Zabala also talked to the royal couple about IDG Online, IDG Spain's new service with access to the latest in data processing technology.*

IDG's Name Gains Visibility at Taiwan's Largest IT Shows

電腦世界
PCWORLD TAIWAN
intel
IDG
TAIWAN

DECEMBER IS INFORMATION MONTH IN TAIWAN. IT IS THE *peak season for the IT industry with three of the country's largest IT shows held in Taipei, Taichung and Kaoshiung in the space of just a few weeks. IDG Taiwan, which participated in all three shows, continued to emphasize promotion of its corporate image along with a drive to increase circulation. Better-than-anticipated subscription activity saw the company pull in over 800 new and renewal subscriptions generating income of more than NT$1 million. Sales of publications and computer books at the booth netted the company an additional NT$320,000.*

China Computerworld First to be Audited by BPA

Last month *China Computerworld* became the first publication based in China to be audited for circulation by BPA International. The BPA audit confirmed the paid circulation of the15-year-old weekly — published jointly by IDG and China's Ministry of Electronics Industry — at 112,731.

"IDG publications around the world take the lead in completing audits to help technology marketers and media buyers measure with greater accuracy the size and quality of the audience a publication is delivering," said IDG Chairman **Pat McGovern**. "IDG is out front once again, this time in one of the fastest growing computer markets in the world."

Combining independent reports supplied by Chinese postal officials with carefully scrutinized circulation data supplied by the publication, BPA auditors concluded that *China Computerworld* reached 107,387 mail subscribers and 5,334 newsstand buyers on average for three months ending August 1995.

The first Sino-American joint venture put into operation in China, *China Computerworld* is widely regarded as the country's leading business and technology publication in a US$24 billion high-tech industry.

IDG leads the computer information market in China with 13 newspapers and magazines, over 100 computer-related books and 13 trade shows. IDC provides custom market research about the Chinese computer industry. 🖳

Second E3 Sells Out Early

Four months before the opening of the show, the Electronic Entertainment Expo (E3) has already sold out all available exhibition space as interactive entertainment software publishers prepare for their industry's largest selling event.

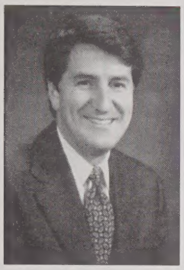
More than 279 exhibitors have reserved over 445,000 square feet of exhibition space at E3, which takes place May 16-18 at the Los Angeles Convention Center.

The event is owned by the Interactive Digital Software Association and co-produced by Infotainment World and MHA Event Management, an independent company.

ELECTRONIC ENTERTAINMENT
EXPO
E3
LOS ANGELES '96

The E3 Web site features a variety of information on exposition and conference details and special events as well as hot links to exhibitors' Web sites. Access it at http://www.mha.com/e3.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q How does the IDG Executive Committee make a decision to fund new projects? How can I increase the chances my idea will be approved?

A One of the most important responsibilities all of us share at IDG is ensuring that we are continuously developing new products and services for our customers. If you look at the history of IDG, the growth of the company—and the growth in career opportunities that follow—are the direct result of successful projects that come from our entrepreneurial, "let's try it" culture.

Of course, business units are encouraged to initiate projects that can be developed within the annual business plan and reviewed by their operating boards. Many of our best success stories come from this start-up style.

If a project requires additional investment, however, the Executive Committee reviews the proposal in our role of allocating resources most effectively and efficiently across the company. At the Executive Committee, we have the opportunity not only to see and evaluate many plans, but also to follow through on which style of business planning is most effective.

Having just reviewed a series of recent start-ups, we have concluded that one particular type of start-up has the highest chances for success, and, therefore, the Executive Committee has adopted a new framework for evaluating and approving new business proposals.

We have found that projects that have substantial commitments from customers have been winners in the marketplace and provide attractive returns on investment. In contrast, projects where funding is requested to develop the project and the attempt to market it comes after funding approval have often proved to be disappointments in terms of achievable revenue and return on investment.

This led the Executive Committee to adopt a "matching contribution" policy as a new way to evaluate business plans. IDG funding for a new product or service will match the amount of firm customer orders that have been commited. Therefore, if it would take $1 million of investment to support the development of a new project, the product champion would go to the target customers, explain the purposes and benefits of a new project, get the customers' input, and then solicit a firm commitment from the customers for $500,000 to support the product during the launch year. This would trigger an additional half a million dollars of investment funds from IDG. This approach ensures that there is a market need for the proposed project and that customers have voted with their budget to support it.

This approach also shifts the effort the product champion devotes to perfecting a written business plan—the charts and graphs and analysis and research that can consume signficant time and resources—to the most important element of product success: tangible customer support. It shifts the attention from an internally driven process of lobbying support for an idea—selling to the Executive Committee—to a market-driven process of selling to customers.

There are, of course, some projects where such a start-up style may not be appropriate. But more often than not, we expect to employ this criteria in evaluating new business opportunities. And we hope there will be many proposals to participate with our customers in the launch of new, exciting products.

Ziff-Davis Interactive and the Microsoft Network have reached an agreement for ZD to provide the fledgling online service's Web site with computer news from the electronic versions of ZD publications. Is this a big coup?

Several IDG business units have been "up" on the Microsoft Network (MSN) since it launched last fall: *PC World*, *Multimedia World* and IDG Newsletters. In addition, other IDG publications are expected to be on the service within the next few months.

Given the changes in Microsoft's online strategy—from a proprietary, America Online-type service, to a Web destination spot—many content providers are now looking at Microsoft as they would any other highly trafficked Web site: as a pointer to drive traffic to the publications' own Web sites.

That said, IDG business units are also working with Microsoft to develop specific content for the MSN site, which would include things like custom editorial products, or daily or weekly branded content streams. One example of that is the work that IDG Newsletters has done in leveraging their successful *Windows Tips* newsletter into a daily Windows 95 "Tip A Day" product. IDG was chosen as one of a few charter content providers in MSN's new "Daily Delivery"-type E-mail service, which launched at the end of the year. Those types of services provide substantial circulation and advertising revenue opportunity that will be aggressively explored in the year ahead.

One other point: your question references ZDNet, which is the online brand name for all of the content from Ziff Davis publications. In the "age of the Web" the business model for information "collectors"—whether it be AOL or ZDNet—is increasingly suspect given the reluctance of print publishers to associate with a service that diminishes the affiliation and loyalty of the reader to the magazine brand—whether it be *PC Magazine* or *Time* magazine. By using another brand name for the online extension of their content, publishers risk creating confusion among their customers and conflict among their staff. Once the editor of *PC Magazine* sublimates his readers' specific interests for something more generic, he loses the ability to serve his audience specifically and completely, no matter what the media.

WEBMASTER

continued from page 1

proposed magazine. They created a mock up and then asked vendors to put their insertion orders where their mouths were.

And it worked. *CIO* launched in September 1987 with a total folio of 68 pages — 26 of which were paid advertising pages with a yield of $7,950. Revenues for that premier issue were $206,700. Eight years, 90,000-plus readers and $2.3 million in FY95 profits later, the team was ripe for a new challenge.

An encore performance

At a CIO Strategic Planning Meeting in August 1994, key customers were asked, "What issues keep you awake at night?" While a few of the sleep-deprived CIOs mentioned "the Internet" and "the World Wide Web," it was hardly the mandate the staff needed for a new publication.

"You have to remember this was back in 1994 before the Internet became a household word," noted Levy. Still, he added, the group decided to devote a special issue of *CIO* to the Internet and published "A CIO's Guide to the Information Highway" in December.

While that issue was at the printer, then-CIO Executive Editor **Lew McCreary** was in Las Vegas attending Comdex where Internet products were on prominent display. While there, he met with representatives from IBM's Global Networks Products Group. "We talked about the difficulties of overseeing the grassroots Web initiatives springing up all over organizations and the challenge they face in preserving a coherent image to the world." And it was during that meeting that McCreary heard the term "Webmaster" for the first time.

BEST BUSINESS PRACTICES

The next day on the plane home, McCreary conceived the idea for *WebMaster*. "We have always prided ourselves at *CIO* on being 'thought leaders' — helping our readers to understand the implications of new trends and technology. Somehow what I had heard at the show crystalized for me the growing importance of the Internet and the World Wide Web to our readership," McCreary said.

Back at the office, he immediately sought out assistance from Vice President of Marketing **Cathy O'Leary Hayes** and Art and Design Director **Mary Marshall**. Within a few weeks, the group had put together a proposal, bolstered by some very convincing market research that showed World Wide Web sites grew 12,943% in just one year — from 23 sites in 1993 to 3,000 sites in 1994. Some 50,000 sites were forecast to be up and running by the end of 1995 with 22 million people predicted to have WWW access by the year 2000.

"Joe was enthusiastic from the first meeting," noted McCreary, who was immediately appointed to lead the charge. Just as he had almost eight years earlier when *CIO* was launched, Levy took *WebMaster* to the market. "Joe assumed a lead role in vetting this idea with the vendor community," explained McCreary. After spending weeks on the phone with his vendor contacts, Joe flew off to sell the idea in person." When he returned from that trip, Levy was convinced they had a winning idea on their hands.

(ABOVE) CIO'S HARD-WORKING STAFF IN *a rare moment of inactivity. (At right, left to right) WebMaster's skunk works team included Publisher and Editor-in-Chief* ***Lew McCreary****, Senior Editor* ***Leigh Buchanan****, VP/Marketing* ***Cathy O'Leary Hayes****, Senior VP/Sales* ***Mike Masters****, CIO President* ***Joe Levy****, Art and Design Director* ***Mary Marshall*** *and VP/Finance Administration* ***Walter Manninen****.*

In the meantime, other staff members were testing the *WebMaster* concept at various trade shows, and the response was overwhelmingly positive, McCreary said. "At one show, we had people trying to grab our media kits thinking this was a real publication. We kept hearing over and over that this was the right product at the right time. I kept waiting to hear a discouraging word," McCreary said. But none came.

When the publication launched as a bimonthly supplement to *CIO* last June, it carried 20 pages of paid advertising in a 72-page folio. With a yield of $7,950 per page, the first issue, which had no investment from IDG, generated revenues of $159,000. CIO's total FY95 investment in the new venture was only a modest $63,000.

By using this highly entrepreneurial model, the CIO team was able to approach the IDG Executive Committee — not with a proposal for a new Internet magazine — but with a new Internet magazine.

Once *WebMaster* had proven itself in

•CONTINUED ON NEXT PAGE•

IDG Job Opportunities Update
Monday, January 22, 1996

Graphic Designer (2 positions) (CIO)
Ideal candidates will have 3-5 years magazine layout and art assigning experience. Candidates should have a strong editorial design portfolio, a degree in graphic design, Quark XPress proficiency, experience working with photographers and illustrators, and a firm understanding of typography and 4 color production in a Mac environment.

Circulation Assistant (CIO)
The Circulation Assistant will provide administrative support to the Circulation Department. Also responsible for maintaining customer service data base and answering the customer service line to resolve subscriber issues such as processing new subscriber requests and resolving payment problems. The ideal candidate possesses excellent phone skills, administrative skills, and the ability to prioritize work flow and juggle multiple tasks. Macintosh experience helpful, publishing experience preferred.

Copy Editor, Electronic Services (CW)
@Computerworld is looking for a copy editor to do on-line editing of stories and World Wide Web pages. Strong editing, proofreading and grammar skills, plus a working knowledge of the Web and one year of relevant experience are required. HTML capability is also required.

Administrator (IDG)
IDG Paper Supply Company is seeking a highly organized, detail oriented individual to work with printing companies and merchants/mills to track monthly paper usage and inventory for IDG's publishing companies. This individual will also provide administrative support to insure the smooth functioning of the office. The ideal candidate will have initiative and motivation as well as effective communication and time management skills. Problem solving skills, ability to prioritize and familiarity with the publishing industry are helpful. MAC and PC proficiency required.

Account Coordinator/Sales Associate (IDG/B)
The Account Coordinator will act as a liaison between field and national sales; provide administrative support and prepare sales analysis and presentation materials. Requires customer service and sales administration experience with working knowledge of Excel, Filemaker Pro, Powerpoint and Word.

Customer Service Representative (IDG/B)
Responsibilities involve heavy phone support of new and existing clients as well as administrative support. Requires customer service and sales administration experience with working knowledge of Excel, Filemaker Pro, Powerpoint and Word.

Marketing Assistant (IDG/B)
The Marketing Assistant is responsible for providing administrative and operational support to Computer Publishing Group. Requires prior administrative experience coupled with PC experience in Excel, Word and Powerpoint.

Paper Coordinator (IDG/B)
Will be responsible for performing all the operational and administrative functions involved with the paper purchasing process. Will also assist the Manufacturing Manager in other department functions.

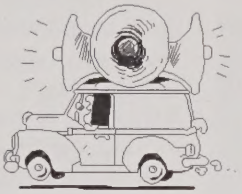
Purchasing Agent (IDG/B)
The Purchasing Agent will research vendors, obtain quotes on maintenance and repairs, and negotiate pricing on general office needs such as: copy paper, office equipment, computer supplies, software/hardware, cleaning services, etc. Requires AA or equivalent with a minimum of 3 years of experience in purchasing goods and services coupled with knowledge of computer hardware specifications.

Company	Job Title	Location	Contact	Phone Number	Fax Number
IDG/B	Paper Coordinator	Indianapolis, IN	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Purchasing Agent	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales Support Specialist	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Associate Designer	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Copy Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Editorial Assistant, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Editorial Director	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Permissions Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Proof Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Reprint Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Technical Writer	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Financial Reporting & Analysis	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Customer Support	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Manager, New Business Dev	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Promotion Specialist	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Public Relations	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Project Coordinator	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Quality Control Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Account Executive	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Account Manager	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Direct Sales Representative (PT)	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, Export Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	National Account Manager (2)	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/CSC	Executive Assistant	Boston, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG/MSD	Sales Assistant (2)	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Sales Operations Assistant	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Financial Manager	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Technology Marketing Analyst	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Manager, National Accounts	Stamford, CT	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/Newsl	Administrative Office Assistant	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsl	Customer Service Representative	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsl	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsl	Customer Service Manager	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsl	Product Marketing Specialist	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Rsch	Research Account Manager	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
IFTW	Order Entry Representative (PT)	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Show Daily Editor	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Publisher, PCE	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279

Company	Job Title	Location	Contact	Phone Number	Fax Number
IFTW	Tradeshow Director	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279
IFTW	Inside Sales Account Rep	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFW	Associate Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Assoc./Sr. Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Assoc/Senior Editor - Desktop	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Editor, Enterprise Team	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Executive Editor, InfoWorld Electric	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Executive Editor, News	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Reporter	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Section Editor - Hardware	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Section Editor - Networking	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Senior Writer	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Marketing Analyst Manager	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Marketing Coordinator	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Developer, Multimedia & Storage	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Ad Sales Manager, IFW Electric	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Network Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	PC Support Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Programmer Analyst	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Test Developer, Communications	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IMI NV	Administrative Assistant, Mktg/Sales	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IPS	IS Assistant	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
ISG	Content/Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
IVI	Research Director	Falls Church, VA	M. Koethe	P: (508)935-4531	F: (508)935-4600
MAC	Administrative Assistant	San Francisco, CA	M. Chow	P: (415)978-3272	F: (415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Senior Marketing Manager	San Francisco, CA	C.Koral	P: (415)974-7309	F: (415)442-0766
NW	Graphic Designer	Framingham, MA	M. Cornetta	P: (508)935-4734	F: (508)935-4600
NW	Copy Chief	Framingham, MA	M. Cornetta Bro	P: (508)820-7474	F: (508)820-3340
NW	Advertising Director	Framingham, MA	M. Cornetta Bro	P: (508)820-7474	F: (508)820-3340
PCW	Sr. Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Senior News Writer	San Francisco, CA	A. Reinhardt	P: (415)978-3195	F: (415)974-7316
PCW	Advertising Director for Market Dev.	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
PCW	Account Representative	San Francisco, CA	C. Cox	P: (415)978-3277	F: (415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW/MM	Editorial Assistant	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
Publish	Account Manager	Boston, MA	F. Lee	P: (415)267-1722	F: (415)495-2354

East Coast Job Hotline: (617) 935-4406
West Coast Job Hotline: (415) 978-3100

Announcing the...



IDG World Update Editor-for-a-Day Program

Here's your chance to let us know what you really think about your company newsletter. Beginning next week, we'll be sending out selected copies of *IDG World Update* — along with an official Editor-for-a-Day red pen — to randomly selected employees throughout the company.

We invite you to fill the margins with your comments, suggestions and criticisms, return the newsletter to us in the envelope provided and keep the pen along with our thanks for your valuable feedback. We hope to use your comments and suggestions to make *World Update* a more useful and entertaining resource for all employees.

GLOBAL PASSPORT PROGRAM

continued from page 1

vertising in *Advertising Age International* and *Marketing Computers* and a targeted direct mail campaign are just a few ways in which the GPP is being introduced to clients by the IMS sales forces.

Several key customers have already offered enthusiastic comments. "The new Global Passport program is a great tool to support our global marketing strategy, and will enable the company to enhance a new business building program through using the accrued credits," said Mike Jarvis, Worldwide Media director for Gateway 2000.

For more information contact Jackie Nakano, manager of the Global Passport program at 415-676-3000 or jackie_nakano@idg.com.

•CONTINUED FROM PREVIOUS PAGE•

the marketplace, Levy was able to make a strong case for his FY96 business plan for *WebMaster* with the IDG Executive Committee. Plans for fiscal '96 call for *WebMaster* to become a stand-alone publication with a controlled circulation of 100,000. By September, Levy plans to increase the circulation to 150,000 and publish the magazine monthly. The company is also testing paid circulation as well as the potential for newsstand sales. In August, the company will host a WebMaster Conference in San Francisco.

While Levy was quick to point out that *WebMaster* owes its success to a convergence of many factors — the right idea at the right time, a talented staff willing to give a 150% effort, and no direct editorial competition — he emphasized CIO's commitment to remaining on plan as particularly key. "We were only able to follow IDG's 'Let's Try It' philosophy and take a shot at *WebMaster* because *CIO* was well ahead of plan and we had money in the bank," Levy noted. "We were fortunate to be in a financial position that allowed us to take advantage of this opportunity."

LAUNCHING THE CIO WAY

By going directly to the market and asking for insertion orders up front, CIO President Joe Levy and his staff were able to launch *WebMaster* with virtually no initial investment from IDG, no additional staff or resources and only a modest $63,000 investment from CIO Communications during FY95.

Crucial to the success of *WebMaster*'s launch, however, was the willingness of the entire staff to buy into the project. "Virtually everyone on staff got involved in this launch, and people volunteered 150% of their time," Levy said. "We absolutely wouldn't be where we are without the collective efforts of the whole team," he added.

Other factors boding well for *WebMaster*'s success included:
- **No editorial competition.**
- **No dominant market leader.**
- **Low cost of entry.**
- **Global potential.**
- **Fast-growing market.**

PASSPORT PERKS

The Global Passport Program has three tiers: an entry level at $5 million in net advertising spending, a $10-$15 million level, and a $15 million+ level. Special benefits are available at each level. For example, at the $15 million + level, customers may choose from a selection of trade tours.

International Marketing Services will coordinate these tours, which will be customized based on the preferences of the key clients. Only the top three or four spenders are expected to be included in the top tier. Projections for membership in this elite group are IBM, Hewlett-Packard, Microsoft and possibly Dell.

Every effort will be made to develop a trip concept and itinerary that is uniquely educational and, most important, showcases the many areas of the world — like China — where IDG leads in experience, knowledge and information access.

NOTEWORTHY

PROMOTIONS

Lily Chou has been appointed associate operations manager of IMS Taiwan. She was previously senior marketing representative. Lily joined IMS Taiwan in 1994. In her two years with IMS Taiwan, Lily has had major impact and influence on the group's sales performance, according to **Jack Wang**, president, IDG Taiwan. In her new position, Lily will oversee the operation of IMS Taiwan and continue to improve the organization's overall performance.

NEW EMPLOYEES

John Helmus has signed on as manager, Channel Marketing and Development at IDG Books Worldwide in Foster City, Calif. John has a BA in economics from Colgate University and worked most recently as divisional merchandise manager at Barnes and Noble. His outside interests include golf, tennis and reading.

Melinda Brennan joins Federal Computer Week in Falls Church, Va., as an administrative assistant. Melinda worked as area sales manager for Dillard's Department Store and double majored in English and Spanish at the University of New Mexico. Her outside pursuits include scuba diving, camping and skiing.

Shoshana Berger has joined PC World Online in San Francisco as a producer. Most recently a publicist for author David Kline, Shoshana has also worked as a freelance writer and as a researcher at *Wired*. She has a BA from New York University and a masters in English from the University of Toronto.

Len Ganz has joined CIO's Framingham office as regional director, Advertising Sales. Previously Eastern regional sales manager for *DBMS*, Len has a BS in social sciences from California Polytechnic University and an MBA from California State University. He enjoys golf, tennis and weightlifting.

IDG WORLD UPDATE

GANZ

IDG WORLD UPDATE

PUCCIO

Lisa Puccio, formerly art director for *Natural Health Magazine*, has signed on as associate art director for *WebMaster*. Lisa has a BFA from Rochester Institute of Technology and has held associate art director positions at *Boston Magazine* and *Musician Magazine*.

IDG WORLD UPDATE

BAKER

Hana Baker is a graphic designer for *CIO*. Formerly assistant art director for *Walking Magazine*, Hana has an MFA from Rhode Island School of Design and a bachelor's degree from Cornell University.

Macworld has hired **Geoffrey Walls** as a new business coordinator. Formerly advertising coordinator and new business assistant for Media Marketplace, Inc., Geoffrey earned a BA in radio, TV and film from the University of North Texas. When not hard at work, Geoffrey beefs up his record collection and doubles as a disc jockey.

Tracy Swedlow is New Media editor for *Multimedia World*. Tracy has experience as an interactivity specialist and journalist. She has a masters in dramatic criticism from Northwestern University and a BA in theater and history from Tulane University. Tracy also attended University of London's Royal Holloway College and enjoys future-oriented studies and interactive entertainment.

Owen Thomas, who worked as a freelance HTML production artist for Publish RGB, has signed on as a full-time Web generalist. Before freelancing for the online service, Owen was an intern at MOJO Wire, the Web site for *Mother Jones* magazine. Owen has a BA in East Asian languages and civilization from the University of Chicago.

THOMAS

Sara Lake is manager, Library Services for IDC West. Sara earned her bachelor's degree from Whitman College and has a masters in library science from the University of California/Berkeley. She enjoys ballet and theater.

IDG WORLD UPDATE

MATHESON

Carmen Matheson is an IS instructor for IDC's Framingham operation. Previously a senior technology education instructor at TJ Maxx, Carmen has an associates degree in business management from Newbury College. She is four credits away from completing a BS/BA in business management and computer science at Northeastern University.

Jennifer Crakow has signed on as an artist for IDG Interactive Services Group/Reality Factory in San Mateo, Calif. Previously a designer at Altro Solutions, Jennifer has a BFA from the Art Institute of Chicago. Painting is her favorite outside activity.

Computerworld welcomes **Richard Avola** as director of technology. Most recently senior manager, Telemarketing and Customer Service for the Marlboro Adventure Team, Richard has a BA in Spanish from St. Michael's College. He pursued a master's in international management at the American Graduate School of International Management. Country and western dancing and piano are Richard's favorite outside pursuits.

TRANSFERS

Dan Miller, formerly senior associate editor for *PC World*, has joined the Online Services Group as senior online editor. Dan joined *PCW* in 1991 as a Fluegelman intern. He has a BA from Harvard, a certificate from the Radcliffe Publishing Procedures Course and an MA from the University of California/Berkeley Graduate School of Journalism.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Klemens Paunert - IDG Germany

FOURTEEN YEARS
Renee Pierce - IDG

THIRTEEN YEARS
Michelle Reyes - IDG Central Services
Beverly Wolff - Computerworld

TWELVE YEARS
Paula Foss - Computerworld
Marcia Farrington - IDC
Mark Winther - IDC/LINK
Donna Sparrow - IDC

NINE YEARS
Claudette Sears - IDG Research Svcs.

EIGHT YEARS
Fernando G. Rus - IDG Spain
Alan Farias - Computerworld
Victoria Gonin - Computerworld
Lori Hitchcock - Macworld
Dorothy Rosenthal - IDC
Margaret Scullion - IDC U.K.

SEVEN YEARS
Miriam Karlin - IDG
Birte Matsen - IDG Denmark
Christina Bonnevier - IDG Sweden

SIX YEARS
Ben Barbante - InfoWorld
Seanna Maguire - Computerworld
Tammy Boisvert - Computerworld
Suzanne Courteau - Macworld
Theresa Scuzzerella - IDG Research Svcs.
Marlene Levis - CIO
Lisbeth Egeskov - IDG Denmark
Eva Gustin - IDG Sweden
Lars Osterlind - IDG Sweden
Maria Berg - IDG Sweden
Anders Blume - IDG Sweden
William Bustamente - IDG Brazil

FIVE YEARS
Sara Kershaw - Computerworld
Jim Feeley - Macworld
Danny Lee- Macworld
Liselotte Nielsen - IDG Denmark
Jörgen Bergfors - IDG Sweden
Sten-Åke Rydén - IDG Sweden
Peter Wiklund - IDG Sweden
Jan Haug - IDG Sweden
Tomas Zirn - IDG Sweden
Kazimierz Szot - IDG Poland

FOUR YEARS
Christina Wood - PC World
Jean Bergström - IDG Sweden
Sarah Weeks - IDC U.K.
John Gilsenan - IDC U.K.
Alison McKenzie - IDC U.K.
Rusnita M. Noor - IDC Singapore
Lim Suk Lee - IDC Singapore
Mieke Erkelens - IDG Netherlands

THREE YEARS
Beth Jenkins - IDG Books
Ean Houts - InfoWorld
Susanne Winding - IDG Denmark
Stefan Akerwall - IDG Sweden
Erik Philipson - IDG Sweden
Terry Ernest-Jones - IDC U.K.
Fiona Macrae IDC U.K.
John Mulcahy - IDc U.K.

TWO YEARS
Pam Shelley - IDG Books
Phil Branon - InfoWorld
Alaine Kvedaras - InfoWorld
Michael Crothers - InfoWorld
Cathy Garland - IDG
Vibeke Kloth - IDG Denmark
Janni Øgaard Madsen - IDG Denmark
Peter Wiwe - IDG Denmark
Gary Ingram - IDC
Gloria Marrero - IDC/LINK
Patrick Hall - IDC
Mickael Isaksson - IDG Sweden
István Zsiga - IDG Sweden
Peter Jidesten - IDG Sweden
Fred Driessen - IDG Netherlands

ONE YEAR
Sehriban Altuncevahir - IDG Turkey
Joan Weerts - IDG Books
Judy Apostol - Multimedia World
Russell Glitman - Multimedia World
Bo Brock - Interactive Svcs. Group
John Trinkl - Interactive Svcs. Group
Paul Krill - InfoWorld
Christy Shade - InfoWorld
Jeff Heather - IDG
Trude Berg - IDG Denmark
Morten Hoffmann Sørensen - IDG Denmark
Heidi Eriksen - IDG Denmark
Vibe Andersen - IDG Denmark
Harald Fragner - IDG Sweden
Roger Stålered - IDG Sweden
Thomas Carlsson - IDG Sweden
Lars Håggblom - IDG Sweden
Elisabeth Johansson - IDG Sweden
Niklas Lindstrand - IDG Sweden
Paula Lindvall - IDG Sweden
Andreas Malmfåldt - IDG Sweden
Joel Widengren - IDG Sweden
Birgitta Oström - IDG Sweden
Robert Olsson - IDG Sweden
Maria Edbohm - IDG Sweden
Asa Högman - IDG Sweden
Gabrielle Riboe - IDG Sweden
Anders Abrahamsson - IDG Sweden
Tina Akansson - IDG Sweden
Karin Perbos - IDG Sweden
Yvonne Nyman - IDG Sweden
Kristina Sjöberg - IDG Sweden
Marica Andersson - IDG Sweden
Susann Brunström - IDG Sweden
Britt-Marie Hansson - IDG Sweden
Predrag Mitrovic - IDG Sweden
Charlotta Spjut - IDG Sweden
Natalie Eisner - IDC
Nancy Taylor - IDC U.K.
Kathy Burrows - IDC U.K.

SEND IN YOUR ITRIVIA ENTRIES BY FEBRUARY 12!

Send in your answers to the ITrivia contest that ran on the back page of the Jan. 1 "Who Are We?" issue of *IDG World Update*.

All correct entries received by Feb. 12 will be included in a drawing for an official sporty IDG windbreaker.

Send entries via interoffice mail, fax: 617-423-0712, or E-mail: world_update@idg.com.

CELEBRATING 10

Rachel Parker

HOME: Oakland, Calif.

JOINED IDG: 1985 as a copy editor.

CURRENT TITLE: Executive Editor, Features. Responsible for content and direction of all features, supplements and columns.

MOST CHALLENGING PART OF YOUR JOB: Trying to stay up-to-date enough with the technology we cover to make intelligent assignments and to help writers focus their materials.

BEST PART OF YOUR JOB: The people I work with, both the staff editors and the freelance and other contributors, as well as the sense we are helping *InfoWorld* define enterprise coverage.

LATEST ACCOMPLISHMENT: Reorganized the features department, giving well-earned promotions to two individuals and hiring a replacement, as well as changing our mix slightly.

MOST MEMORABLE THING THAT'S HAPPENED AT WORK: The day we phoned the printer to say, "Stop the presses" when reporters on my staff were able to confirm the IBM/Microsoft split. Our front page had to be remade, and Microsoft applied a great deal of pressure to convince us that our story was wrong. But, within a few weeks it was clear that we had lead the coverage of the disintegration of this important business relationship.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Every couple of years a new opportunity has opened up, keeping me fresh.

INTERESTS OUTSIDE THE OFFICE: My kids, hiking and cycling, ice skating, cooking and wine tasting.

IDG CHAIRMAN PAT McGOVERN ESCORTED RACHEL PARKER *to dinner in honor of her decade of service to InfoWorld.*

DREAM DESTINATION: Any island, so long as the phones are few and far between and it has a great restaurant.

SIX PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Bobby Kennedy, Virginia Woolf, Alice Waters (for menu advice), Theodore Giesel (Dr. Suess), Anna Quindlen and Patrick Stewart.

MANAGER'S PROFILE: "Rachel Parker is a huge rock in *InfoWorld*'s editorial foundation. For 10 years she has been open to challenges and opportunities, always keeping our readers' concerns and wishes at the top of her "to do" list. As an editorial leader, Rachel is daring but dependable, imaginative but practical."

— Sandy Reed, editor-in-chief, InfoWorld

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Newsletters Offers First WWW-Based Windows Newsletter

THE BOSTON-BASED WINSURFER STAFF INCLUDES (LEFT TO right): **Jim Pierce**, **Jim Welp**, **David Bromley** and **John Forgetta**.

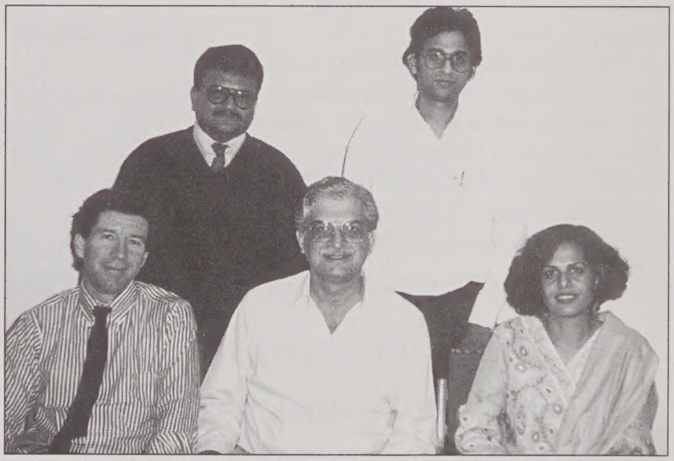
Advancing its mission to be the world's premier publisher of tips and techniques that help end users and professionals get the most out of their software, IDG Newsletters has launched *WINSURFER*, the world's first World-Wide-Web-based newsletter for Windows professionals.

Published monthly at http://www.idg news.com/win95, *WINSURFER* provides subscribers with tips and techniques they can use to get the most from Windows 95 and Windows NT. "After considerable research of our customers, we determined that the audience preferred to

WINSURFER
THE ABSOLUTELY COOL, TOTALLY TECHNICAL, INFORMATION RESOURCE FOR WINDOWS PROS

• CONTINUED PAGE 4 •

Computerworld Pakistan Off to a Strong Start in Fast-Growing Market



THE STAFF OF COMPUTERWORLD PAKISTAN MET WITH IDG *International Publishing Services' Vice President of Licensing* ***Tim Clarke*** *during Clarke's visit to Karachi last December. (Front, from left): Clarke,* ***M. Ayaz Ghaznavi****, editor/publisher;* ***Zeenat Bayat****, assistant editor. (Back, from left):* ***Syed Mumtaz Hasan****, business manager;* ***Faisal Khan****, editorial assistant.*

IDG's second publication in Pakistan, *Computerworld Pakistan*, debuted this past November and has quickly established itself as the leading title in this small but fast-growing market.

The title is Omag Enterprise's first venture in the IT arena. Editor/Publisher **M. Ayaz Ghaznavi** also has a lifestyle magazine, *Raabta*, published in the Urdu language for Pakistani expatriots mainly in the Middle East. Based in Karachi, Pakistan's largest city and commercial center, the company faces few other titles in the IT news market. The other IDG

• CONTINUED PAGE 5 •

IN BRIEF

IDG Leads All German IT Publishers in Total Ad Pages

With what it knows about selling ad pages, IDG Verlag could fill a book. Or, more accurately, three books, specifically *Computerwoche*, *PC Welt* and *Macwelt.*

PC WELT
Der ideale PC
Aktueller Kauf-Ratgeber
Das müssen Sie beachten
Der optimale Prozessor
Die perfekte Festplatte
Der geeignete Monitor
Die passende Grafikkarte
Das beste CD-ROM-Laufwerk
Die richtige Soundkarte
Das schnellste Modem
Extra: Der ideale PC für Win 95
Vobis & Escom
Gekauft und getestet: Alle Grafikkarten und Festplatten
Windows 95
Wie Sie die Schwächen meistern

COMPUTERWOCHE

Macwelt
Multimedia-Hit
Keine Panik bei Datenverlust
Leistungssteigerung für Performas
System 7.5.2
INTERNET
ONLINE BANKING

For the second year in a row, the company leads all German IT publishers in total advertising pages and is ranked 11th among all German publishing companies. According to figures recently released by German publisher association VDZ, the three IDG titles pulled in a total of 5,712.6 ad pages in 1995, close to 2,000 pages more than the company's nearest IT publishing competitor and just 475 pages shy of breaking into the top 10 publishers in terms of advertising pages.

"IDG Germany is on its way to be among the Top 10 publishing houses in Germany in terms of ad pages," noted IDG Magazines General Manager **York von Heimburg**. "We are very ambitious, and with the creation of new products, we will succeed."

IDG Spain Organizes Second CW International Conference

HRH DON FELIPE DE BORBÓN Y GRECIA (LEFT) MEETS WITH ***Paco Zabala*** *(second from left), country manager of IDG Spain, and the organizers and sponsors of the second annual Computerworld International Conference, slated for May 7-8 in Madrid. The conference — "Global IT" — will focus on emerging models of business management and their impact on IS infrastructures. Last year's event drew over 300 attendees. (Left to right): Antonio Gimeno, general manager, Computer Associates; Jorge Tamayo, general manager, Data General;* ***Carlos de la Iglesia,*** *director of Computerworld España;* ***Juan Manuel Sáez,*** *director of publications, IDG Spain; Ernesto Escudé, marketing director, Data General; Albert Trepat, marketing director, Computer Associates; Carlos Fernández Esteban, conference coordinator.*

InfoWorld To Co-Sponsor First Virtual Conference: InterAct '96

InterAct '96, the world's first virtual conference and trade show, will be held April 23-25 on the World Wide Web. Co-sponsored by *InfoWorld* magazine and Stratus Computer and geared toward an audience of IS managers, the conference will take place entirely on the WWW using cutting edge communication and conferencing technology.

The "Distributed Computing in the Interactive Age" conference platform focuses on the Internet and Intranet, electronic commerce, client/ server computing, group-ware, availability issues, social computing and marketing technology, to name a few.

InterAct combines the traditional elements of a conference with a bevy of interactive features. Keynote speeches will include Security and Encryption, New Media and The Enterprise, and Emerging Intranet Applications. The virtual trade show will allow vendors to showcase their wares and give product demonstrations 24 hours a day. The virtual press room, industry analyst room and hospitality suites will allow for interaction between attendees and exhibitors throughout the event.

Attendees have the InterActive navigator at their disposal to create a customized agenda tailored to meet their individual needs. For vendors and visitors, InterAct '96 provides a high-impact, low-cost forum and attendance is free. Anyone with Internet access can participate in this global event.

InterAct '96

In conjunction with the conference and trade show, organizers are arranging events off the virtual show floor in cyberspace cafes including live product demonstrations.

A sneak preview of the conference can be found in the InterAct Discussion Rooms on InfoWorld Electric's Web site (http://infoworld.com).

For more information or to register, E-mail: info@interact96.com.

ADDRESS CHANGES

IMI New Ventures has moved to:

350 Brannan, 2nd Floor
San Francisco, CA 94107

tel: 415-278-1000
fax: 415-278-1050

Phone and fax numbers in the Sydney, Australia, area now have an additional "9."

For example:
IDC tel: 61-2-9-922-5300
IDG tel: 61-2-9-439-5133

IDG Job Opportunities Update
Monday, January 29, 1996

WebMaster Sales Product Champion (CIO)
The individual in this position will be responsible for ad sales for WebMaster magazine throughout the US as well as sales of WebMaster conferences. Ideal candidate will have proven sales success as well as 3-5 years direct ad sales experience or equivalent.

News Editor (CW)
The News Editor is responsible for managing the day to day operation of the weekly news cycle and a staff of reporters. The individual will work on story planning, editing, and production. Sharp and speedy editing skills, an ability to meet deadlines and the capability to balance a number of competing demands are required. Candidates must have a solid working knowledge of computer technology spanning desktop, network, enterprise, and management areas, with at least 5 years of direct high-tech reporting and/or editing experience and demonstrated skill in managing a newsroom environment.

Senior Editor (CW)
The Senior Editor is responsible for the production of the weekly In Depth section. This involves determining topics, acquiring stories, preparing them for production and working with the art department and copy desk for story presentation and production. This position requires creativity, knowledge of computer technology and issues in corporate IS departments, strong editing and organization skills and the ability to manage multiple projects at once.

Senior Analyst, Network Support and Integration Services (IDC)
This individual will conduct and write research on the network support services marketplace. This includes analysis of the network support, integration, and management services markets, competitive vendor analysis, and research on customer requirements. Qualified candidates must be self-motivated with strong research, writing, interpersonal, and analytical skills. BA in marketing or finance required, MBA preferred. Industry experience a plus.

Sr. Market Research Analyst, Smart Hand-Held Devices (IDC)
The Sr. Market Research Analyst is responsible for all aspects of running a research service for the hand-held computing devices. This includes the coordination of research publications, market forecasts, customer service, and meeting with vendors to review their products and strategies. A strong working knowledge of hand-held device markets, technologies and vendors and at least 1 - 2 years experience in the hand held computer market are required.

Research Analyst, Primary Research (IDC/LINK)
Responsible for primary research activities including coordination with research vendors, questionnaire design, database management, and writing summary reports to be implemented on a global basis. Knowledge of multivariate statistical analysis will be helpful. A combination of people and technical skills is required.

Executive Assistant, HR (IDG/B)
The individual in this position will provide administrative support to the Vice President of HR and other department members, act as a liaison to the Executive Assistant Committee, and aid in the dissemination of information, both upward and downward. A working knowledge of Microsoft Office on a Mac as well as PC platform preferred. HR experience with DTP skills a plus.

Distribution Coordinator (IDG/B)
The individual in this position will coordinate all daily activities of third party warehousing. This includes receiving, shipping, rush orders, special instructions, returns, etc.. Must have previous distribution coordination experience and excellent customer service skills. Experience with accounts payable, budget control, and international shipping a plus.

International Marketing Manager (IDG/IMS)
The individual in this position will develop and implement a variety of marketing campaigns including direct mail, sales collateral, seminars, advertising, internet, and public relations programs to promote a wide variety of international trade shows and advertising opportunities. A minimum of 5 years of IT Marketing experience with a strong knowledge of all aspects of production as well as strategy development necessary.

Director, National Accounts (IDG/MSD)
The individual in this position will be responsible for the marketing of IDG's portfolio of products and services to the IT industry's largest vendors. Prior industry experience is a requirement. Strong knowledge of marketing trends and excellent interpersonal and presentation skills are essential.

Research Assistant, Part-Time (IDG Research)
The Research Assistant for the Industry Analysis Department will assist with secondary research and information searches. The candidate will also maintain library resources, update databases, and perform general administrative duties. The ideal candidate will be a detail-oriented team player with strong customer service skills. Working knowledge of MAC applications, 2 years of relevant experience and some college education required. Flexible schedule, 25 hours per week.

Event Coordinator (IFTW)
Responsibilities include coordinating booth set-up for IFTW at all expos, coordinating all travel plans, communicating with our events partner, performing weekly status reports for the department, and assisting the show directors with special projects. Position requires initiative, motivation, superior communication, organizational and time management skills, as well as Macintosh proficiency. BA/BS preferred.

Marketing Coordinator, Expos & Events (IFTW)
The Marketing Coordinator will work with the Marketing Manager in developing and implementing entire marketing programs for the IMA. This person will conduct list research and provide print quotes. Position requires initiative, motivation, superior communication, organizational and time management skills, as well as Macintosh proficiency. BA/BS preferred.

Company	Job Title	Location	Contact	Phone Number	Fax Number
IDG/B	Customer Service Representative	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Executive Assistant, HR	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Marketing Assistant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Paper Coordinator	Indianapolis, IN	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales Support Specialist	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
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IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Copy Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Editorial Assistant, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Editorial Director	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Permissions Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Proof Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Reprint Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Technical Writer	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Financial Reporting & Analysis	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Customer Support	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Promotion Specialist	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Manager, Public Relations	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Project Coordinator	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Quality Control Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Account Executive	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Direct Sales Representative (PT)	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, Export Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	National Account Manager (2)	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Director, LAN Tech. & Comm	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/CSC	Executive Assistant	Boston, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG/IMS	International Marketing Manager	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
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IDG/MSD	Sales Operations Assistant	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Financial Manager	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Director, national Accounts	Stamford, CT	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Technology Marketing Analyst	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
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IDG/Newsl	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsl	Customer Service Manager	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsl	Product Marketing Specialist	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
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IDG/Rsch	Research Account Manager	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
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IFTW	Event Coordinator	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279

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IFTW	Sales Associate, GamePro, Part-time	Chicago, IL	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	West. Regional Mgr, GamePro	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
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IFW	Assoc./Sr. Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Assoc/Senior Editor - Desktop	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
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IFW	Executive Editor, InfoWorld Electric	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
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IFW	Section Editor - Networking	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
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IFW	Developer, Multimedia & Storage	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Ad Sales Manager, IFW Electric	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Network Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
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MAC	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
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NW	Copy Chief	Framingham, MA	M. Cornetta Brown	P: (508)820-7474	F: (508)820-3340
NW	Advertising Director	Framingham, MA	M. Cornetta Brown	P: (508)820-7474	F: (508)820-3340
PCW	Sr. Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	Senior News Writer	San Francisco, CA	A. Reinhardt	P: (415)978-3195	F: (415)974-7316
PCW	Advertising Director for Market Dev.	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
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PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
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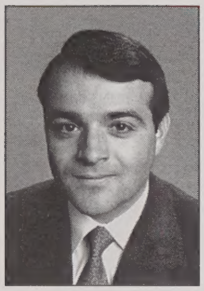
Publish	Art Director	San Francisco, CA	M. Naman	P: (415) 978-3296	F: (415) 975-2613
Publish	Account Manager	Boston, MA	F. Lee	P: (415)267-1722	F: (415)495-2354

East Coast Job Hotline: (508) 935-4406
West Coast Job Hotline: (415) 978-3100

ON LINE



PAT KENEALY

The CEO of PC World Communications is this week's guest columnist.

Q What's your strategy for PC World Online?

A PC World Online actually has five key strategies: a content strategy, a distribution strategy, a technical strategy, a revenue strategy and a profit strategy. Our content strategy is to use the online medium to best present *PCW*'s core content, and to create new PC-related content for general online readers. Our distribution strategy is to distribute one content package across all the big online media (AOL, Compuserve, Prodigy, MSN and the Web). Our technology strategy is to use as many off-the-shelf development tools as possible and to be publishers, not software developers. Our revenue strategy is to increase ad revenues even faster than we're growing reader revenues until we achieve a revenue mix something like that of *PC World*'s. Our profit strategy is to make an online profit margin that matches *PCW*'s margin and to invest extra profits back into the business.

Former U.S. Speaker of the House Tip O'Neill said, "All politics are local." We're beginning to think all online content is daily. We're adjusting all our online content to encourage people to sign on every day.

What's the competitive landscape like for *PCW* in the wake of Softbank's acquisition of the Ziff publications?

In terms of revenue, profit, circulation and reader satisfaction, *PC World* has never been more competitive — or healthier. Thanks to the efforts of Rich Marino and the whole team during the past couple years, *PCW* has definitively defeated *PC Computing* and *Byte* to stand as the undisputed No. 1 monthly PC publication in the U.S. and a clear No. 2 PC publication overall behind *PC Magazine,* which has double *PCW*'s frequency.

I've seen no signs of Softbank investing in its U.S. PC publications. I think the executive dissatisfaction and lost momentum that plagued Ziff after it was sold a year ago will recur after the Softbank purchase is official. My greatest concern about Softbank is that it might reinvest in Ziff's troubled European PC publications and launch or license promiscuously outside the U.S. The PC World Global Product Support Center is supporting local efforts to enter and strengthen key European *PC World* markets, and we will discuss strategies for rebuffing new competitors in small markets at our upcoming product line meetings.

Where is the *PCW* Lotus edition?

Five years ago, IDG bought *Lotus Magazine* from Lotus Development, which was losing millions on the magazine. IDG cut the magazine's losses and improved its quality, but Lotus lost market share in the desktop applications market, and it became clear *Lotus Magazine* could not survive as a stand-alone. Its readers fit *PC World*'s reader profile exactly, so *PCW* adjusted the original IDG-Lotus acquisition contract to close *Lotus Magazine*, and publish it for a fixed, three-year term as a 32-page supplement to *PC World*. When the contract expired last year, *PCW* discontinued the Lotus Edition and suggested that Lotus Edition subscribers sign up for one or more of IDG's Lotus newsletters. Even after the Lotus Edition closed, its subscribers renewed their *PC World* subscriptions just as frequently as *PC World* readers do overall. So, over a five-year period, Lotus was happy to get paid and get out of magazine publishing, IDG was happy to not publish a money loser, *PCW* was happy to gain subscribers at a key competitive point, and readers were well served. It's nice when an acquisition works this well for all concerned.

Why was the former PC World Newsletter Group, headed up by Craig Pierce, spun out as an independent unit?

The IDG Newsletter group was a turnaround, with most of the heavy turning done by Craig Pierce and Joe Pierce and their team in Boston. When the IDG Newsletter Group was having trouble getting started a year and a half ago, PCW got involved because it was publishing Lotus product newsletters as a result of the *Lotus* magazine deal five years ago. PCW offered Craig its four Lotus newsletters and HR, finance and strategy support. Craig shut one of the four publications, launched four more newsletters on other subjects and ended FY95 having achieved a very aggressive financial plan with seven healthy newsletters and roughly 40,000 paying subscribers. In preparing the Newsletter group's FY96 plan, Craig, the PCW management team, the IDG Executive Committee and I agreed that Newsletters was ready to be an independent IDG subsidiary, and that Craig was ready to be its CEO. PC World's "custodial year" was instructive and financially successful for all involved. The experience confirms my conviction that being an "uncle" to a successful start-up or turnaround is one of the most enjoyable jobs at IDG.

Can you describe the magazine publishing program you organized at the University of California/Berkeley?

PCW's VP of HR Richard Willoughby drove the program, which offers two or three 10-week evening courses in publishing at U.C. Berkeley Extension in San Francisco. The courses range from Introduction to Publishing to Production to Circulation I and II to Publishing Sales Management and Magazine Finance. Courses are taught by top retired and practicing publishing professionals with guest lecturers from all over the country. PCW helped fund the program four years ago with a tuition guarantee of $60,000, but now Miller Freeman, McGraw-Hill, Ziff, Mother Jones, and Time Warner among others, support the program. We all support it to invest in our employees as individuals and to invest in San Francisco as a publishing town. PCW has put roughly 100 students through the program in three years, and we have another half dozen "in class" this semester.

IDC's Crawford Del Prete 'Proud as a Peacock'

IDC PRESIDENT KIRK CAMPBELL (LEFT) AND IDG CHAIRMAN PAT McGOVERN FLANK *Peacock winners **Crawford Del Prete** and **Angele Boyd**.*

The James Peacock Memorial Award is presented annually to the individual from IDC's U.S. operations who has made the most important contribution to the company's activities based on "professional excellence in organizing, conducting, effectively completing on time, and communicating with clarity and effectiveness the results of that research to clients."

Earlier this month **Crawford Del Prete**, vice president of IDC's Storage Research Program, was chosen as the 12th winner of this prestigious award. The six-year IDC veteran earned the honor for his leading role in Winchester disk drive research.

In a business driven by tactical considerations, Del Prete's quarterly modeling processes and frequent fax flashes have been highly effective. He was recognized not only for distinguishing himself within a broad customer base, but for raising the bar for the competition.

The development of two research models, the rolling trailing quarterly growth analysis and the Winchester and Systems Comparisons Model, enhanced the precision of Del Prete's findings.

In terms of accuracy, in May of 1995 Del Prete forecasted that 90.8 million Winchester units would be shipped worldwide in 1995. In his recent year-in-review (faxed to clients in December) Del Prete's estimate was 89 million, a difference of only 2% from the original prediction.

In addition to the worldwide Winchester research, Del Prete managed the delivery of the European Winchester databook, the Subsystems databook and the tape databook.

Runner-up Angele Boyd

For runner-up **Angele Boyd**, the awards ceremony also served to mark both her birthday and her first week as a U.S. citizen. Boyd, a native of St. Kitts, joined IDC nine years ago and is currently director of the company's Printer Market Planning Service.

She was recognized for her execution of the Desktop Color Laser Printer Market multiclient study. Boyd's nomination described the research as "groundbreaking" and revealed that it generated over $200,000 in revenue.

IDG Chairman **Pat McGovern** established the award in memory of Jim Peacock, a vice president at IDC for 15 years before his death in 1981. Winners are chosen by IDC's senior vice presidents, vice presidents and IDC President **Kirk Campbell**. 🖳

WINSURFER

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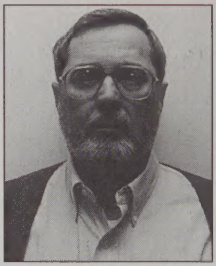


KENTUCKY-BASED *Technical Writer **Jim Pile** handles most of the WINSURFER content.*

receive information in an electronic format," explained IDG Newsletters President and CEO **Craig Pierce**.

Windows professionals may examine an issue of *WINSURFER* for free. Then, if they choose, they can use a credit card to purchase a 12-month subscription for $49. To date, some 1,500 subscribers have signed up.

"There's nothing else like *WINSURFER* in print, or on the World Wide Web," noted Executive Editor **Jim Welp**, who, along with Technical Writer **Jim Pile**, Managing Editor **David Bromley**, and Production Manager **John Forgetta**, comprise the *WINSURFER* team.

"This launch comes about because of the dedication of everyone at IDG Newsletters to publish the highest quality editorial products to meet the needs of our customers," Pierce noted. "Everyone here has the entrepreneurial enthusiasm necessary to jump into every opportunity 100%. We are newsletter publishers and know this business inside and out."

The group eventually plans to publish its entire portfolio of newsletters on the Web. In addition, the staff will expand its very successful Tip-A-Day brand, which currently has a circulation of more than 28,000.

For more information on IDG Newsletters or any of its products, contact Craig Pierce at IDG Newsletters, (617) 422-8031. 🖳

IDG Newsletters would like to speak with any IDG subsidiary or licensee that might be interested in publishing one or more of its newsletters. For more information, please contact Craig Pierce at tel: 617-423-8031; fax: 617-422-8189 or IPS President David Hill at tel: 617-423-9030.

IDG Denmark's IT Training Business Outclasses Its Rivals

For the past two years IDG Denmark has supplemented its publishing business with another method of delivering information about information technology: hands-on classroom instruction. The company remains the only computer-related publisher in Denmark to offer IT training.

Managing Director **Preben Engell** created the IDG Technology Group in August 1993, rationalizing that there was good synergy between providing IT news and high-quality IT courses.

"We consider IDG Denmark a 'supermarket' for IT information, whether it is news published in print media, conferences, books, shows, education or any other related information area to help IT people improve their abilities," he explained.

The group's sole employee, Course Manager **Maud Sårde**, quickly built up the business. Today, the group offers more than 30 courses in two classrooms housed at IDG Denmark's suburban Copenhagen office.

Each room is fully equipped with PCs and networking equipment and can accommodate 10 students. IDG has use of the PCs at no charge in exchange for granting ICL Service Denmark, the PCs' sponsor, free courses for its employees.

Up until now, classes have been geared to IS professionals and engineers. Some of the more popular courses have been on TCP/IP, LAN technology, Token Ring and PC trouble-shooting. Classes are usually two to three days long and are taught by freelance instructors. The average fee is approximately US$500.

"Our courses are of higher quality than those of our competitors," Sårde said, citing the fact that IDG's instructors are corporate IS problem-solvers, not full-time teachers employed by a training company. She said the consistently positive course evaluations show that students appreciate learning from teachers who understand real-world problems.

COURSE MANAGER ***Maud Sårde's*** *responsibilities for IDG Technology Group run the gamut from marketing, budgets, and course design to instructor liaison and registration.*

The market has clearly discovered the value of IDG Technology Group's offerings. Of the 400 Danish companies with more than 500 employees, 95% of them are sending or have sent employees to IDG's IT classes. To date, 60% of the classes have been sold out. The group turned a small profit the first year and increased its profit 500% the second year. Sårde hopes the training business will eventually be a significant revenue generator for the company.

IDG
Technology Group

The Technology Group plans to introduce more basic classes in the next few months, such as Word for Windows and Lotus 1-2-3, to offer companies a comprehensive training package for people at all skill levels and to expand business to a new target group. Sårde will double the staff to include an administrative person who can also teach some of the simpler classes while Sårde devotes more of her time to selling.

Asked to offer advice to any IDG business units considering a similar venture, Sårde said "get started — there will always be a need for high-quality IT courses and the established IT training companies need some competition!" 🖳

For more information, contact Maud Sårde at tel: 45-36-199-100, fax 45-36-44-73-01, Lotus Notes (Maud Sårde) or Internet m.saarde@idg.com.

CW PAKISTAN

continued from page 1

publication in the country, *PC World Pakistan*, published by Micro Publications in Lahore, focuses on features and product reviews and is not a competitor.

Computerworld's local rival publications appear irregularly, and the English-language *CW Pakistan* has distinguished itself by coming out on schedule since launch. Dependability is no small accomplishment, as Karachi has experienced labor strikes and recent sporadic violence that have made doing business as usual a challenge.

Ghaznavi has assembled an energetic staff for *CW Pakistan* and, although the bi-weekly currently borrows heavily from *CW* U.S., the team is working on improving coverage of the local market.

The staff has worked hard to assemble the most comprehensive list of IT professionals in Pakistan, which it's using to build the subscription base. Circulation is approximately 2,000.

"Advertisers have been impressed by the list, and they recognize that *Computerworld* is a serious player in the market," said **Tim Clarke**, vice president of licensing for IDG International Publishing Services.

CW Pakistan has also carved out a place for itself in IDG lore as one of the first publishing licensees to work with Vice President/Global Communications **Jeff DeBalko** to get Internet access to the IDG News Service on Notes.

The company can be reached at cworld@biruni.erum.com.pk. 🖳

ITRIVIA REMINDER

Send your answers to the ITrivia contest that appeared in the Jan. 1 issue by Feb. 12.

NOTEWORTHY

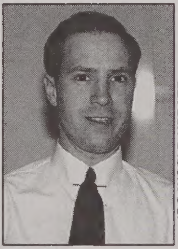
PROMOTIONS

IDG WORLD UPDATE
PIERCE

IDG Newsletter Corp. has announced six promotions. **Joe Pierce**, formerly VP/business development, has been promoted to publisher. "Joe has been instrumental in helping to build the group from the 'ground floor' to the leading technology newsletter publisher. His successful execution of new brand launches, superior business development efforts, and promotion of online ventures has been critical to our success," said **Craig Pierce**, president and CEO, IDG Newsletters.

IDG WORLD UPDATE
DOESSCHATE

Meredith Seller Doesschate, formerly circulation manager, has been promoted to circulation director. "Meredith has been a critical factor in the rapid circulation development of IDG Newsletters," Pierce said.



BILBAO

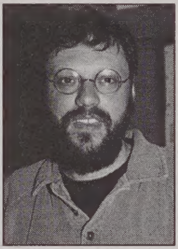
Andrew Bilbao, formerly business manager, has been promoted to director of finance. "Andrew has successfully managed the completion of the FY96 budget and has been instrumental in overseeing day-to-day financial operations vital to the cash flow management of the business," Pierce noted.

IDG WORLD UPDATE
McNEIL

Joan McNeil, formerly assistant to the president, has been promoted to manager of administrative operations. "Joan has been the driving force behind the improved efficiencies and cost-saving measures contributing to this group's successes," said Pierce.

IDG WORLD UPDATE
HOLMES

Heather Holmes has been promoted to circulation fulfillment manager. "Since joining IDG Newsletters a few short months ago, Heather has been instrumental in developing and executing cash flow and renewal programs for our entire stable of newsletters and ancillary products. She has worked quick-ly at implementing a series of programs that have assisted in developing our high-quality circulation," Pierce said.



WELP

Jim Welp has been promoted to executive editor. "Since joining as editorial director in 1994, Jim has built the best editorial team in the newsletter business," said Publisher Joe Pierce.

SMITH

Pauline Smith, formerly senior account executive and product manager for the Computerworld Professional Development Division, has been promoted to sales manager for the group. Pauline, an 11-year veteran of CW, has a BA from Assumption College and an MBA from Babson College.

NEW EMPLOYEES

IDG Books adds to its roster with a trio of new employees. **Melanie Robinson** is channel marketing manager for IDG Books and lives in Nashville, Tenn. Previously publishing sales manager for Ingram Book Co., Melanie has a BA from Carson-Newman College. In her free time Melanie enjoys taking her children to ballgames and horseback riding events and is an active member of her church.

Christopher Pimentel is a production assistant for IDG Books in Foster City, Calif. Most recently a Mac artist and account representative for Huntington Valley Press, Christopher enjoys travel, languages and hiking.

Tammy Goldfeld is acquisitions editor for Dummies Press, based in Foster City. Previously an acquisitions editor at Wadsworth Publishing Co., Tammy has a BA in political science and French from Rutgers College. She enjoys aerobics and dancing.

IDG WORLD UPDATE
PAQUET

The IDG News Service welcomes two new staff members. **Cheri Paquet**, formerly assistant editor, features, for *Network World*, has signed on as a part-time copy editor. Cheri earned a BA in English with a minor in communications from Framingham State College and is currently enrolled in administrative courses at Suffolk University.

IDG WORLD UPDATE
VELEZ

Natalia Velez is an editorial intern. Currently pursuing a degree in journalism at Northeastern University, Natalia enjoys reading, exercising and shopping in her free time.

TRANSFERS

IDG WORLD UPDATE
REBECCHI

Mary Rebecchi, formerly group operations coordinator for IDC/TISC and Infovision International, is an HR assistant in IDG's Human Resources Department. Mary has a BA in psychology from Framingham State College and is halfway to a master's degree in development and educational psychology from Boston College.

ETCETERA

Network World President **Colin Ungaro** was featured on the "CEO Spotlight" program, aired Jan. 8-12, on Boston-area radio station WCRB-FM. The show profiles successful New England companies and examines why they are industry leaders. Ungaro talked about Network World's history, publishing challenges and future plans.

He noted the importance of "taking the high road against the competition, because the company that takes the high road is the one people want to be associated with."

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Rainer Oberländer - IDG Germany

SIXTEEN YEARS
Sinval Silva - IDG Brazil
Delia Quartey - InfoWorld

FIFTEEN YEARS
Nicole Adda - IDG France
Christiane Alamarguy - IDG France
Patricia Poupaert - IDG France

FOURTEEN YEARS
Ricardo Gonçalves - IDG Brazil

THIRTEEN YEARS
Andreas Förth - IDG Germany
Averie Rosemark - IDC

TWELVE YEARS
Gérard Adamis - IDG France

ELEVEN YEARS
Paul Bonarrigo - Macworld
Grace Castro - InfoWorld
Jill Stevens - IDG

TEN YEARS
Colette Bienfait - IDG France
Elisabeth Deroff - IDG France

NINE YEARS
Nelly Ramirez - IDG Venezuela
Rosane Serro - IDG Brazil
László Varga - IDG Hungary
Véronique Arene - IDG France
Pierre Iticsohn - IDG France
Danielle Ringuenoire - IDG France
Evelyne Tchoutakian - IDG France
Christian Le Gall - IDG France
Gina Bowman - InfoWorld

EIGHT YEARS
Judy Garcia - IDG Venezuela
Alexandre Barros - IDG Brazil
Barbara Urbaniak - IDG Germany
Catherine Sukkarie - IDG France
Eric Ochs - IDC France
Janet Parks Swanson - InfoWorld

SEVEN YEARS
Fernando Antonio Silva - IDG Brazil
Anne Kerleo-Wendt - IDG France
Jeannie Fioti - InfoWorld
Joanne Pirnik - InfoWorld
Arne Hurty - Macworld

SIX YEARS
Györgyi Birkus - IDG Hungary
Mads Christensen - IDG Denmark
Jocelyne Milan - IDG France
Bob Garza - InfoWorld

FIVE YEARS
Eos de Feminis - Macworld
Pauline Wortel - IDG Netherlands
Isabelle Dumonteil - IDG France

FOUR YEARS
James Lai - IDG Taiwan
Mieke Erkelens - IDG Netherlands
László Horváth - IDG Hungary
Catherine Veil - IDG France
Gérard Bidal - IDC France
Lynn Palquist - CIO

THREE YEARS
Willy Shen - IDG Taiwan
Colin Crawford - Macworld
Ximena Tobi Gutierrez - IDG Argentina
Andrea Trigila - IDG Argentina
Karl-Henry Martinsson - IDG Sweden
Patricia Reynolds - IDG Books
Snezana Dejanovic - IDG Germany
Kriemhilde Klippstätter - IDG Germany
Barbara Newton - InfoWorld

TWO YEARS
Wim Gijsse - IDG Netherlands
Joohanna Papenfuß-Miketta - IDG Germany
Dagmar de Aquino - IDG Germany
Daniela Radzio - IDG Germany
Sophie Inserguex - IDG France
Rachel Therme - IDC France
André Delaforge - IDC France

ONE YEAR
Robert Almqvist - IDG Sweden
Per Bowallius - IDG Sweden
Silvana Ramalho Luiz - IDG Brazil
Christina Auer - IDG Germany
Rupprecht Purkhold - IDG Germany
Kareen Maya - IDG France
Dominique Busso - IDG France
Frédérique Doucet - IDC France
Dawn Robinson - InfoWorld
Shelia Blair - InfoWorld
Carmen Rouse - InfoWorld
Michelle Rito - InfoWorld
Marina Sabo - InfoWorld
George Molaski - IDC Government

Munich Office Makes Smooth Move

PAULUS
Umzüge & Spezialtransporte

THE COMPANY THAT HANDLED THE MOVE *for IDG's German publishing operations had to use every available method, including mobile external elevators, to transfer the belongings of more 230 people. Fifteen trucks drove continuously between the old and new offices and more than 1,700 packing cases were filled and emptied.*

The success and growth of Computerwoche and IDG Magazines in Germany translated into a major physical change for the 230 people employed by the two divisions.

Last October, the Munich-based staff departed the space they'd occupied for 20 years and took up residence in an office complex twice as large.

The team of administrative assistants **Ebba Jung** and **Ingrid Kurz**, Personnel Manager **Svenja Mohn**, Commercial Manager **Josef Lohner** and Data Processing Manager **Matthias Zimmerman** coordinated the infinite details of this major undertaking.

By the end, the furniture and IS equipment were transferred without mishap and on schedule and any staff concerns were handled quickly with the help of a special telephone hotline.

The new address for the two divisions is: Brabanterstrasse 4, 80805 Munich, Germany.

CELEBRATING 10

Robert Kanes

HOME: San Francisco

JOINED IDG: February 1985 as photo editor at *InfoWorld*

CURRENT TITLE: Art Director, *PC World*. Manage a staff of eight and oversee deadlines and budgets, work on covers, create a graphic identity for *PC World*.

BEST PART OF YOUR JOB: Working with a great staff of really talented designers.

LATEST ACCOMPLISHMENT: Integrating digital photography into the magazine.

CAREER HIGHLIGHT: Going to New York for the Neal Awards.

MOST MEMORABLE THING THAT'S EVER HAPPENED AT WORK: The '89 earthquake. The building at 501 Second Street did great!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Continued growth opportunities on a variety of publications.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Say that it made them stop and read the article.

INTERESTS OUTSIDE THE OFFICE: Photography and mountain biking.

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE? Being present at the birth of my daughter.

WORDS TO LIVE BY: You can never be too rich, too thin or have enough RAM.

IDG CHAIRMAN PAT McGOVERN ESCORTED RACHEL PARKER *(profiled last week in this space) and* ***Robert Kanes*** *to dinner in celebration of their 10 years of service to the company.*

FANTASY JOB: Art directing IDG's first arts and culture title.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: A blues guitar summit: Robert Johnson, T-Bone Walker, Freddie King, Eric Clapton and Stevie Ray Vaughn.

MANAGER'S PROFILE: "Robert's contributions have been critical to the growth of *PC World* in the past couple of years. He brings a keen sense of design and superb professional and management skills to the magazine and all its special projects. Under Robert's art direction, *PC World* has racked up more design, photography, and illustration awards than ever before."

***— Cathryn Baskin**, editor, PC World*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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PAGE 2

ON LINE: IDG CHIEF FINANCIAL OFFICER GENE GARTLAN TAKES A TURN
PAGE 3

FOUR IDC EMPLOYEES IN FRAMINGHAM RECOGNIZED FOR SUPERIOR PERFORMANCE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Books Online Gets Virtual

The release of IDG Books Online's newest series, Interactive Programming By Design, will mark the emergence of a new publishing paradigm: the combination of a print edition and companion CD-ROM with an in-progress virtual edition of the book available on the IDG Books Online Web site as the title is developed.

The print edition of the first title in the series, *Interactive Web Programming By Design: The Art of Building Web Sites* (WebC Edition), will be published in August, but the virtual edition will allow Web developers and C++ programmers to observe the process of creating a Web-based publication beginning in March.

Excerpts from the chapters, adapted for the Web, will be posted on the IDG Books Online Web site as they are completed at a rate of approximately one per week.

This new series was envisioned and created in response to the rapid growth of the World Wide Web, resulting in fierce competition among developers to create compelling Web sites. While first gen-

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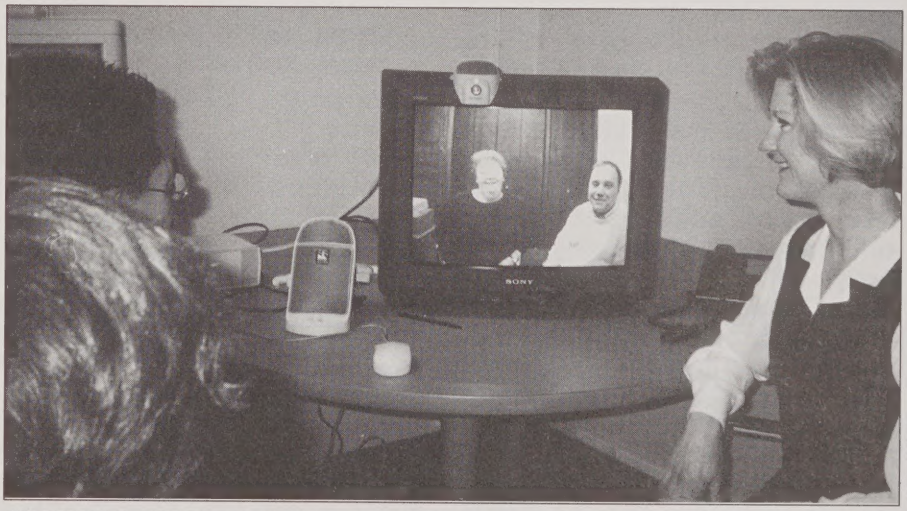
MW Saves Time, Money with Videoconferencing

Production and circulation departments link with printer to resolve questions quickly



ANNE FOLEY

MACWORLD PRODUCTION MANAGER CYNTHIA NEUSTADT (RIGHT) AND SEVERAL *other production and circulation staff members sit in the comfort of their San Francisco office while taking a few minutes to review the details of a press run with Angie Sacks and Dennis Braunhausen from Brown Printing in Minnesota.*

Earlier this month, after her morning coffee, Vice President/Director of Manufacturing **Anne Foley** spent a few minutes observing how the February issue of *Macworld* was running on press in Waseca, Minn. Then, five minutes later, she attended a staff meeting in her San Francisco office.

Macworld magazine, always on the lookout to employ cutting-edge technology, is the first U.S. IDG publication to have a videoconferencing hookup with its printer. *MW*'s production and circulation staff can now have face-to-face meetings with Brown Printing's representatives without ever leaving their offices.

The C-Phone system from Target Technologies consists of a Sony camcorder and a 20" Sony television at each site. The equipment, which has menu-driven software, has been very easy to use, Foley said.

The benefits of videoconferencing have been immediate. *Macworld* staff

•CONTINUED PAGE 4•

IN BRIEF

First Windows World Ireland Geared to High-Level Buyers

IDG International Publishing Services' Exposition Licensing division and ComputerScope Ltd., IDG's Dublin-based licensee, are working together to bring the first Windows World trade show and conference program to Ireland.

Scheduled for May 8-9 at the Royal Dublin Society, the Irish premier of Windows World is expected to attract 10,000 attendees and close to 100 exhibitors. Although Ireland is a relatively small country, its population of 3.5 million is very well educated and is responsible for the manufacturing and localization of 40% of all software sold in Europe.

ComputerScope
IRELAND'S COMPUTER USER MAGAZINE

According to "IT Trends & Expenditures in Ireland," a study released by IDC U.K. last year, 82% of small businesses and 78% of medium and large businesses run Windows software, representing jumps of 13% and 21% respectively over the previous year.

Given the penetration into these markets, there will be no consumer element to Windows World Ireland — the show is geared to an industry-only audience of business and IT managers, bringing the high level buyers to the vendors on the show floor.

There are no other Windows-related trade shows in Ireland.

Windows World replaces Windows Show '95, organized by ComputerScope and U.K.-based IT Events. Microsoft supported the move to an IDG-licensed event due to IDG's international presence. And, in an unusual arrangement, Microsoft will pay for its own exhibition space at the show.

"We have rarely seen interest in an event run this high," said Event Organizer **Mark Egan**. "Of all the events we have organized over the past six years, this one is the most exciting. Particularly pleasing has been the interest from U.S. companies looking to enter European markets using Windows World Ireland to test the market and establish vital contacts."

For more information contact Mark Egan via E-mail:egan@scope.ie.

LAST CALL!

WIN AN OFFICIAL IDG WINDBREAKER!

This is your last chance to submit entries to the ITrivia contest that appeared in the Jan. 1 "Who Are We?" issue of *World Update*. Entries are due Feb. 12.

IDG Brazil Marks 20-Year Milestone with New Awards

IDG
COMPUTERWORLD DO BRASIL

IDG BRAZIL'S DIRECTOR OF MARKETING ALICE RAMOS (LEFT) *poses with popular Brazilian actress Claudia Raia at the party announcing the creation of IDG Brazil's Premio IDG 20 Anos Awards, which will be presented in April. Raia was on hand as the event's official spokeswoman.*

What better way for a company to mark its 20th anniversary than to establish an award to pay homage to the professionals and organizations that have facilitated its success? At the end of last year at a trendy São Paulo nightclub, the staff of IDG Brazil gathered with 300 clients to announce the "Prêmio IDG 20 Anos," (the IDG 20 Year Awards).

The awards will recognize IT companies, marketing and advertising firms, educational institutes and prominent individuals for excellence in their respective fields. Scheduled for April of this year, the awards ceremony will be a feature of the celebration honoring IDG Brazil's two decades of operation.

In an interesting twist, the awards will be decided by three different panels of judges. A panel of *Computerworld* readers will cast votes for the best hardware and software vendors operating in Brazil, the best reseller, and the companies providing the highest quality service, maintenance, consulting and technical assistance.

Editors representing each of IDG Brazil's publications and the company's three directors comprise the second panel of judges. They will vote for the best individual performance in marketing and media, best ad agency, best institutional and product advertisement, and the company with the greatest and most effective investment in IT.

Lastly, a sampling of the most prominent individuals in the Brazilian IT industry will decide the best university course in computer technology.

All Brazilian IT companies or foreign companies with subsidiaries in Brazil that have been in operation for more than one year and have advertised in at least one of IDG Brazil's publications are eligible for these awards.

ON LINE

GENE GARTLAN

IDG's chief financial officer is this week's columnist.

Q What businesses were you affiliated with before joining IDG?

A First I'd like to say that I am absolutely delighted to be part of IDG. The last 10 months have been extremely exciting and stimulating, not the least of which has been the chance to understand better all our publications and services, their respective marketplaces, and the readers, advertisers and clients we serve. My prior experience has prepared me well for this opportunity.

I started out at Price Waterhouse on the general audit staff in New York and earned my CPA certificate during my tenure there. After five years, I joined Ruben H. Donnelly, a division of Dun & Bradstreet, as the corporate accounting manager. This was the beginning of a 17-year career with Dun & Bradstreet. During that time, I held a variety of positions including assistant treasurer of international finance, director of strategic planning, corporate controller of one of the operating divisions and vice president/CFO of Moody's Investor Service. I left Dun & Bradstreet for an opportunity with Macmillan to help develop the international sales and marketing activities for their U.S. book publishers. I then became the chief financial officer of The Thomson Corp.'s Information Publishing Group, a $3 billion worldwide organization with publishing activities in the high school and college text book area, financial services and legal marketplaces, and newspapers and 130 or so trade magazines.

What attracted you to IDG? How did you come to work here?

IDG is a very decentralized organization which implicitly means that there is a tremendous amount of trust placed with the business unit management. In my opinion, this is the only kind of business model that will be successful in the 21st century as businesses increasingly become global and market activity decisions require immediate response. IDG embraced this type of 21st century organization from its beginning and is so well-positioned organizationally in its decentralized approach that it has a very strong position in one of the fastest growing markets in the world — the information technology marketplace. So when you combine the "let's try it" attitude that Pat McGovern encourages, the decentralized environment and IDG's leading position in the fastest growing market around the world, it's not too difficult to understand why this was a very attractive opportunity for me.

Is the IDG corporate culture very different from what you've encountered in previous companies?

The culture at Thomson was also very decentralized and in the early days of Dun & Bradstreet the culture was somewhat decentralized, but in both cases not to the extent of IDG. The decentralized, "let's try it" entrepreneurial environment has been easy for me to adjust to. The most difficult adjustment has been coming into an organization that is so broad and fragmented in terms of its operating activities and trying to understand the issues associated with each of our businesses while at the same time meeting with operating management and discussing their issues. The focus has been to identify those areas where I can add value to IDG. I plan to visit each of our worldwide operating businesses in the coming year to meet with business unit managers and their teams to understand firsthand the issues they confront and how I can help facilitate their activities.

What are your corporate objectives for the coming year?

The objectives I have established are an outgrowth of the above. IDG clearly has the opportunity to continue its successful growth, and I want to support those activities and to constantly look for opportunities to increase the shareholder valuation of IDG. Specific to that will be encouraging good, prudent investment in new product development activities; timely reporting of information to key decision makers; investigating ways to improve the overall return on investment of our corporate cash; optimizing all of our strategic investments; working closely with our tax management to identify opportunities for continued tax planning; and continuing to work with the IDG Executive Committee to identify opportunities for increased efficiencies throughout our activities.

Is the Boston area new territory for you? Where are you from originally, and how do you like living in this area?

Boston is a great city! My wife Maureen and I are enjoying it immensely. Being ex-New Yorkers, it hasn't been difficult for us to adjust to city living. We live right across the street from the office, so after spending the last 27 years commuting either by train or by car, Boston city living is great. Boston is very rich culturally, and the people are great. Meanwhile, it is not too far from Connecticut where we lived for the past 21 years. Boston seems to allow for the best of all worlds. It provides a rich cosmopolitan environment for us, it is very convenient to the office and still allows us to get back to Connecticut for family get-togethers and to stay in touch with old friends.

Do you have a question for the "On line" columnists: IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Chief Financial Officer Gene Gartlan?

Do you have a story idea for *IDG World Update*?

If the answer is "yes," please E-mail your ideas to *IDG World Update* at world_update@idg.com.

MW Presence Evident Throughout MACWORLD Expo

Macworld's Global Product Support Center and the publication's marketing staff organized an array of activities during MACWORLD Expo to emphasize the value of the title to readers and advertisers alike. The show, held January 9-12 in San Francisco, was sponsored by Macworld and managed by MHA Event Management.

(LEFT TO RIGHT) APPLE'S MIKE DIONNE, MACWORLD PRESIDENT/PUBLISHER ***Colin Crawford*** *and* ***Eric Lewis****, manager of Personal Systems at IDC, were among the speakers at the global marketing breakfast symposium.*

The Macworld GPSC hosted its first International Marketing Symposium, "Globally Speaking," to educate U.S. marketing managers about seven key Apple markets. Close to 100 people attended, many of them advertisers in the U.S. and international *Macworlds*.

The GPSC also hosted a book release party for *Going Global*, a perfect-bound white paper by the nonprofit Multimedia Development Group. The report contains market profiles, by country, for multimedia developers and designers who want to introduce new products. The GPSC assisted with the research and enlisted the help of its global MW network.

On the IDG side, the GPSC sponsored an international hospitality suite in which *MW* editors, salespeople and IDG Marketing Services staff could conduct business and relax. The GPSC also facilitated a meeting for 15 *MW* editors from around the world to meet with the Macworld Online staff, glean expertise and discuss creating links and cooperative efforts among the sites.

The *Macworld* U.S. marketing staff was busy with the World Class Awards presentation for the year's best products. In conjunction with IDG Marketing Services, the staff also assisted representatives from the Discovery Channel with arranging interviews of prominent Mac market experts to be televised on Discovery's news program on high tech.

On the show floor, the staff organized many promotional activities, including giving T-shirts to people registering for MW Mart, a site within MW Online in which advertisers can conduct promotions and award prizes. Demographic data was forwarded to advertisers.

VIDEOCONFERENCING

continued from page 1

can have video meetings with key personnel at the plant in order to give more detailed instructions in the preproduction phase of the printing cycle. Rather than wait for an overnight delivery service to send pages to be approved, the *Macworld* staff can review bluelines and look at other proofs or important documents immediately upon completion or when there is a question.

Travel costs will be reduced, also. Previously Foley visited the printer quarterly for manufacturing-related meetings and to address quality issues. Her staff also travels to the plant a couple of times a year for advanced production training. Although Foley believes it is still important to travel to the plant on a regular basis, the new system will save the trips for the small meetings that can now be handled via videoteleconferencing.

"The ability to fully illustrate a problem is one of the biggest benefits of the system," Foley noted. "If there's a mechanical feeding problem on the bindery, for example, the plant can videotape that image and send it back to us so we know exactly what's going on — and we can show our client what the situation is."

Slight adjustments

Just a bit of fine-tuning has been necessary to get the system running smoothly. "Mostly it's a matter of getting used to the meeting process," Foley said. "People have a tendency to yell, as if they don't think the speaker will pick up a normal voice." The staff has also worked on keeping the video resolution sharp enough without getting a delay between the image and the sound.

The video data is sent on a T1 line, which is also used to send data from the digital editorial and advertising pages. The videoconferencing is part of an ongoing series of improvements within the production department. *MW* has upgraded its network and will be getting an IRIS color proofer to make sure there's no problem with the digital ads before they are sent to the printer. All of this investment in technology paves the way for direct-to-plate printing later this year.

PC World will be the next IDG client to use videoconferencing with Brown Printing once its T1 line is installed. *Multimedia World* and *Publish* magazines will also share this system. For more information on *Macworld*'s videoconferencing system, contact Anne Foley at tel: 415-978-3316 or via the Internet at anne_foley@macworld.com.

IDG New Job Opportunities Update
Monday, February 5, 1996

Beginning today, the format of the job opportunities update has changed slightly. Only the new jobs will be published each week. At the end of each month, the job opportunities update will include both the new jobs and a list of all open positions across IDG.

An up-to-date listing of all of the open positions at IDG can be found on-line on the IDG Home Page at http://www.idg.com. We are currently developing the IDG Job Opportunities Update on other on-line resources. Your Human Resources representative will notify you once it is available. Please call Liz McGill at (508) 935-4514 with any questions or feedback.

Sales Associate (AMI)
Work closely with the Sales Manager to attract, service and maintain display and mail order advertising for territories. Responsibilities include preparing major sales presentations, developing and maintaining extensive client profiles, calling on advertisers over telephone and traveling to client presentations and industry trade shows as needed. Requires a minimum of 2 years of experience in sales or marketing and excellent organizational, creative and interpersonal communication skills. Must be willing to travel and possess a strong desire to advance in sales. Position located in Bedford, NH.
Contact: Faith Lee Phone: (415) 522-2430 Fax: (415) 495-2354

Senior Analyst (IDC)
IDC is seeking an experienced individual to conduct and write research on the network support, integration and management services marketplace. This includes analysis of the network support, integration and management services markets, competitive vendor analysis, and research on customer requirements. Qualified candidates must be self-motivated with strong research, writing, interpersonal and analytical skills. BA in marketing or finance required. MBA and industry experience preferred. Position located in Framingham, MA.
Contact: Debbie Bernardi Phone: (508) 935-4361 Fax: (508) 935-4610

Human Resources Assistant (IDC)
The Human Resources Assistant will provide on-going administrative support to the IDC HR team. Responsibilities include HR program administration, processing incoming resumes through an on-line resume tracking and response system, maintaining employee records and answering employee questions. Requires excellent organizational and customer service skills and the ability to handle deadlines in a fast-paced environment. Strong computer skills and an interest in Human Resources preferred. Position located in Framingham, MA.
Contact: Debbie Bernardi Phone: (508) 935-4361 Fax: (508) 935-4610

Research Director (IDC)
The Research Director will speak at industry events, write research and reports, and manage business development with the European sales organization. Requires 2 - 5 years of experience. International MBA preferred. Position located in Framingham, MA.
Contact: Susan Brown Phone: (508) 935-4099 Fax: (508) 935-4600

Associate Analyst (IDC)

Responsible for researching and analyzing the high-performance marketplace, supporting clients, and conducting demand-side research. Strong written, verbal and analytical skills and strong knowledge of Lotus or Excel required. Travel required. Position located in Mountainview, CA.

Contact: Debbie Bernardi Phone: (508) 935-4361 Fax: (508) 935-4610

Office Services Assistant (IDC)

Seeking a self-motivated individual to assist with day-to-day office administration. Responsibilities include coordinating and ensuring the timely delivery of all department mailings, maintaining research files with adequate supplies of all research deliverables and research binders, producing monthly research tracking updates, and assisting with various basic administrative duties, as needed. Candidates must be able to work well independently and have a strong attention to detail. Position located in Framingham, MA.

Contact: Elizabeth Martin Phone: (508) 935-4649 Fax: (508) 935-4610

Internship, IS Department (PT) (IDC)

IDC is seeking a part-time intern (20 hours/week) to assist with installing and configuring MAC/PC's on a Novell network and troubleshooting problems for our internal IDC clients. The candidate should have experience in DOS/Windows and be familiar with Microsoft Office and PC architecture. Strong communications skills are essential. Position located in Framingham, MA.

Contact: Elizabeth Martin Phone: (508) 935-4649 Fax: (508) 935-4610

Director, Facilities & Operations Services (IDG Central Services)

Responsible for the delivery of top-quality facilities, mail, phone, reception, and security services for the IDG offices at 501 Second and outlying locations. He/she will act as primary contact with the landlord and building management on space, performance standards, lease terms and in-common services, and will assist in space planning and utilization, out-of-building real estate, logistics, and vendor selection and negotiations. Candidates must possess a solid operations management background with a history of success in property, hotel or commercial real estate management. He/she will possess excellent interpersonal and financial management skills, an understanding of engineering and project-planning disciplines, the ability to creatively solve problems and the ability to motivate people. Position located in San Francisco, CA.

Contacts: Richard Willoughby Phone: (415) 978-3205 Fax: (415) 974-7316
Shelly Ginenthal Phone: (415) 978-3203 Fax: (415) 267-1788
Faith Lee Phone: (415) 522-2430 Fax: (415) 495-2354

Paris Correspondent (IDG News Service)

Seeking an experienced, high-energy journalist to cover the European computer and communications markets from our bureau in Paris. Responsibilities include covering trade shows, press conferences and other breaking news for the daily wire. In addition, the Paris correspondent will work with other correspondents around the world to develop in-depth stories with a European or global perspective. The ideal candidate has a broad understanding of the European IT industry and is a technology generalist who is comfortable covering the entire IT spectrum. Fluency in French and frequent travel required. Knowledge of other European languages, strong computer skills and experience with remote computing preferred. Position located in Paris, France.

Contact: Rob Garretson Phone: (617) 423-1052 Fax: (617) 423-0240

Foreign Rights Assistant (IDG/B)
Main responsibilities include maintaining day-to-day level of efficiency with foreign rights requests and accurate upkeep of the department information. Must be Mac literate, Pagemaker and QuarkXpress experience helpful. Familiarity with DOS/Windows text formats as well as the Internet a plus. Position located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5240 Fax: (317) 596-5240

Office Services Coordinator (IDG/B)
Responsibilities include office support and mail room coordination. The ideal candidate possess two years of related experience, a working knowledge of Excel and MS Word and a familiarity with computerized mail-tracking systems. Position located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5240 Fax: (317) 596-5240

Order Entry Operator (IDG/B)
Responsibilities include heavy 800-line phone contact with direct mail customers. Also involves order entry and filing. The ideal candidate possess at least 2 years of relevant experience with heavy telephone or in-person customer contact. PC literacy required.
Position located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5240 Fax: (317) 596-5240

Packaging Assistant (IDG/B)
Will support the Packaging Coordinator in the production of the numerous Dummies covers and supply cover art to several departments. In addition, provide administrative support. Should have working knowledge of MS Word and QuarkXpress. Should also possess copy writing and proofreading skills. Position located in Foster City, CA.
Contact: Pat Levenduski Phone: (415) 655-3015 Fax: (415) 655-3206

Copy Writer (IDG/B)
Create all copy and make copy changes for book covers, other packaging, trade catalogs and all printed and on-line CPG promotions. Must have 2 years' experience in copywriting for book covers (computer books or trade), catalogs and other promotion pieces. Familiarity with Word and QuarkXpress a plus. Position located in Foster City, CA.
Contact: Pat Levenduski Phone: (415) 655-3015 Fax: (415) 655-3206

Reprint Page Layout Technician (IDG/B)
Duties involve page layout, corrections and blue line production. Requires high school diploma / college degree. Must have thorough knowledge of Pagemaker, Quark Xpress, Freehand and Photoshop. Position located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5240 Fax: (317) 596-5240

EDI Specialist (IDG/B)
Will be responsible for all aspects of IDG Books' EDI processing. Responsibilities include setting-up new EDI customers; processing daily EDI transactions; maintaining interface programs and trouble-shooting EDI transmission problems. Must have at least 1 year of EDI experience and 2 years of programming experience. Position located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5240 Fax: (317) 596-5240

Graphics Technician (IDG/B)

Responsible for converting screen capture files from any format to TIFF or eps images and creating illustrations and graphics as per author sketches. Must have thorough knowledge of Photoshop and Illustrator or Freehand on a Macintosh. Knowledge of Pagemaker, QuarkXpress and other graphics a plus. Position located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5240 Fax: (317) 596-5240

Gaming Editor, PC Entertainment (IFTW)

The person in this position will work on PC Entertainment's games coverage. Requires excellent editing and writing skills, computer literacy, and commitment to excellence. Interest in and knowledge of computer games and computer gaming market essential.
Position located in San Mateo, CA.
Contact: Fred Paul Phone: (415) 286-2550 Fax: (415) 349-5279

Production Specialist (IFW)

The Production Specialist will assist in the production of editorial pages and reprints. The ideal candidate should be Mac and PC literate, and possess a strong understanding of 4/C pre-press. Proficiency in QuarkXPress, Adobe Illustrator & Photoshop and familiarity w/Corel Draw required. Excellent communication skills, a willingness to work flexible hours, and the ability to work independently and meet deadlines also required. Position located in San Mateo, CA.
Contact: Linda Schmid Phone: (415) 312-0669 Fax: (415) 312-0668

Analyst, Enterprise and Applications Development Team (IFW)

Seeking a candidate with Unix skills, (integration, WAN's, Internet), networking/telephony skills, and high-level programming experience. This position will both develop and run tests and will work with the team to produce comparisons on a six week cycle basis. The ideal candidate possesses the ability to meet deadlines, excellent communication skills, and is a team player.
Position located in San Mateo, CA.
Contact: Sara Barnes Phone: (415) 525-3464 Fax: (415) 312-0668

Eastern Regional Sales Manager (NW)

Reporting to the Ad Director of Network World, candidate should be superbly organized with an ability to motivate a high-performing team of 5. Successful candidate should have at least 5-8 years of proven sales track record in the high tech field with management experience a plus. We expect at least 40% travel necessary in this high-growth territory.
Position located in Framingham, MA.
Contact: Mary Cornetta Brown Phone: (508) 820-7474 Fax: (508) 820-3340

Please look forward to the complete list of job opportunities across IDG on Monday, February 26.

Dedicated Staff Members Receive IDC Excellence Awards

IDG WORLD UPDATE

(LEFT TO RIGHT) JAY BRETZMANN, MICHELLE LAJEUNESSE, KAREN WESTON AND *Bill Zinsmeister* *hold their IDC Excellence Award citations.*

Four outstanding IDC employees were recently recognized for their performance during the first quarter of FY96. IDC's U.S. staff nominates colleagues; winners are chosen by a five-member committee. Excerpts from their nominations appear below.

Jay Bretzmann, research director for client/server research, earned a teamwork award for managing a Digital consulting project. He went above and beyond the call of duty by spending countless hours, including some "all nighters," to complete the deliverable. Jay also helped out with work not directly related to his own area to finish the product.

Marketing Coordinator **Michelle LaJeunesse** also earned a teamwork award. Not only has Michelle consistently organized and completed projects on time, she was instrumental in assisting the Report Sales group when they were understaffed and in need of support. She has also participated in company-wide projects such as the Human Resources Council.

Karen Weston, group operations coordinator for the Personal Systems group, was recognized for excellent service. While making sure her group runs smoothly and clients have the information they need, Karen has also been available to help train other group operation coordinators.

Bill Zinsmeister, research analyst for the Personal Systems group, earned an Excellence Award for quality. In less than a year he has emerged as a valuable and pivotal member in one of IDC's most demanding research areas. Bill has stepped up to the task of handling a large inquiry load and has gained the confidence and trust of his clients.

IDG International Update Provides News Online to External Audience

An edited, online version of selected stories drawn from *IDG World Update* is now available in the "What's New?" section of the IDG home page (http://www.idg.com). *IDG International Update* is designed to give advertisers, public relations representatives and other non-employees a glimpse of IDG's varied activities worldwide. Updated every Monday, the page contains only information that has already been made public.

WU ON THE WWW?

The staff of the *IDG World Update* is considering spinning its own site on the World Wide Web, but before we do, we need to hear from you! Although nothing is yet set in HTML, we envision that an online version of *World Update* would allow readers to tap into various related ancillary databases containing information that the paper-based version cannot.

Please take a moment to answer this brief survey and fax or mail it back to us today. If you prefer, you may send your reply to us electronically at:

world_update@idg.com.

Many thanks for your input!

1. Do you currently have access to the Internet? ______________

2. If you had the ability to, would you prefer to read *IDG World Update* online?

____

3. Would you want to continue receiving the paper version of *World Update*?______________

4. Please feel free to add any comments/suggestions you may have.

____

____

____

5. Business unit:____________

Please return this form by mail, fax (617-423-0712) or E-mail (world_update@idg.com).

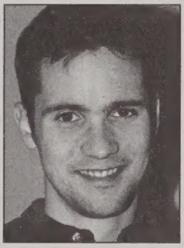
Act fast and you'll be in the running for an official IDG T-shirt sporting an original Rich Tennant cartoon. The first 20 responses will be entered into a random drawing. Don't forget to include your name!________________

NOTEWORTHY

PROMOTIONS

Michael Eadie, who joined IDG Research Services in Framingham last year as an associate analyst, Computer Markets, has been promoted to analyst, Personal Systems Markets. "This promotion is in recognition of Michael's solid contributions to secondary research and outstanding support of sales and marketing clients within IDG's publishing units," said **Paul Fitzpatrick**, manager, Industry Analysis. Michael has a BA in French and economics from Framingham State College.

NEW EMPLOYEES


FAUCHER

IDG WORLD UPDATE

Patrick Faucher joins Computerworld in Framingham as a multimedia specialist. He will be responsible for coordinating the production of audio content for @Computerworld. Patrick studied electrical engineering at GMI Technical Institute and earned a BFA in music and jazz composition from Berklee College of Music. His outside interests include composing and performing jazz music and homebrewing.

KERBER

IDG WORLD UPDATE

Lisa Jayne Kerber, previously an administrator at Krent/Paffett Associates, is an administrative assistant in the editorial department at CIO. Lisa has an associate's degree in advertising from Newcastle College of Art in Newcastle, England. Raising her rambunctious 16-month-old daughter Emily takes up most of Lisa's free time.

Rebecca Simson has signed on as an IS/online assistant at Network World's Framingham headquarters, where she will divide her time between the IS Department and NW Fusion. Rebecca has a BA in history from Brandeis University.

Chris Nerney joins *Network World* as senior writer, Online. Chris will be working on both the print publication and NW Fusion. He comes to the company from *Middlesex News* where he was business editor. Chris has a BS from Babson College and outside the office is a standup comic. Chris performs in the Boston area and around New England and also teaches a standup comedy course at a local school.

InfoWorld welcomes two new staffers to the San Mateo, Calif. office. **Elizabeth Ferry** is a research analyst. She comes to IW from the Sales Department at McGraw-Hill Publishing. Elizabeth earned a BA in sociology from the University of California/Berkeley.

Carl Fischer is a test developer. Before joining IW, Carl was a microcomputer support specialist at Urban Science Applications. Carl was attending the University of Michigan before relocating to San Mateo and plans to continue pursuing a degree in computer science. He enjoys golf, basketball and skiing.

James Curry is an associate editor for *Multimedia World* in San Francisco. Most recently associate editor for *PC Computing*, James has a BA in psychology from Wesleyan University. Outside the office James is a music critic.

Brad Dosland is managing editor at Publish RGB in San Francisco. Brad has held similar positions at *Morph's Outpost* and *Thrasher Magazine*. He studied photography at Brooks Institute and journalism at San Francisco State University. Basketball and sailing are Brad's favorite outside interests.

IMI New Ventures, based in San Francisco, rolls out the red carpet for a pair of new employees. **David Edelhart** has been hired as art director. Previously a lab assistant, David has a background in design and a certificate in technical writing. He enjoys martial arts, meditation and watercolor painting.

Most recently a freelancer for publications including *Rolling Stone*, the *San Jose Mercury News* and the *Oakland Tribune*, **John Papageorge** is an editor, Features, for *Netscape World*. John earned a BS in journalism from the University of Wisconsin/Madison and lists playing the ukulele and accordion, roller-skating and dance aerobics as his favorite outside pursuits.

Previously assistant manager Wholesale Sales for TOR/FORGE Books, **John Thyfault** has joined IDG Books as a New York key account and merchandising representative. He will be responsible for sales and merchandising for accounts in the Boston to Washington, D.C. region. John has a BA from Metropolitan State College and completed the University of Denver's Publishing Institute. Backpacking and teaching Tae Kwon Do occupy John's free time.

Sat Sharma has joined IDG Books Professional Publishing Group in Braintree, Mass., as an online marketing specialist. Sat, who worked previously as as an Internet marketing consultant, began consulting for IDG Books last July. A graduate of Northeastern University, Sat has a BS in marketing and management.

Tracy Hieger is a sales rep whose territory will include the East Bay Peninsula, New Mexico, Washington and Colorado. She has a BA in music from the University of California/Irvine and enjoys mountain biking and jazz singing.

TRANSFERS

Amy Johnson, previously a team leader and senior editor for InfoWorld's Application Development Team, has taken a job as Web evangelist for IMI's *Netscape World*. Amy has a degree in computer science and physics from the University of California/Berkeley.

STAPLETON

Lisa Stapleton, formerly editor, Enterprise Reviews, for *InfoWorld*, has transferred to IMI New Ventures, where she will serve as editorial director. Lisa has a BA in applied math from the University of California/Berkeley and a BS in journalism and anthropology from San Jose State University.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Giorgio Saluti - ActiveMedia

SIXTEEN YEARS
Kim Pennett - Computerworld
Esther Almada - IDG Mexico

FIFTEEN YEARS
Joanne Boiardi - Computerworld
Raul Moreno - IDG Mexico

FOURTEEN YEARS
Javier Rodriguez - IDG Mexico
Kazuhiro Hara - IDG Japan

THIRTEEN YEARS
Carl Marchi - Computerworld

TWELVE YEARS
Gail Varney - Computerworld
Guadalupe Almaguer - IDG Mexico

ELEVEN YEARS
Patricia White - Computerworld
Julia Dias - IDG Mexico
German Mora - IDG Mexico
Juan Manuel Tapia - IDG Mexico
Alicia Roa - IDG Mexico
Elizabeth Sutton - IDG Mexico

TEN YEARS
Javier Coronado - IDG Mexico
Ricardo Castro - IDG Mexico

NINE YEARS
Marty Garchar - Macworld
Magdalena Zabala - IDG Spain
Olga Fernandez - IDG Spain
Kathryn Taplett - Computerworld

EIGHT YEARS
Greg Pinsky - Computerworld
Carole Plana - IDG France
Francisco Castillo - IDG Mexico

SEVEN YEARS
Kevin Normandeau - PC World
Ellen Di Matteo - PC World
Martha Katt - Macworld
Carolina Cachon - IDG Mexico
Maria Teresa Rosales - IDG Mexico
Maria Luyo Kuong - IDG Mexico
Yoko Nishii - IDG Japan

SIX YEARS
Alvaro Morenes - IDG Spain
Kimberlee Smith - Computerworld
Gunhild Haugnes - IDG Norway

FIVE YEARS
Christopher Flynn - Computerworld
James Hussey - Computerworld
Thomas Christensen - IDG Denmark
Francisco Guadarrama - IDG Mexico
Pilar Gutierrez - IDG Mexico
Evaristo Ramirez - IDG Mexico
Deborah Brennan - IDG

FOUR YEARS
Myriam de Greef - IDC Europe
Christina Maguire - Computerworld
Joyce Gillis - Computerworld
Gloria Ciolek - Computerworld
Inger Lise Saetrang - IDG Norway
Laura Samaniego - IDG Mexico
Daniel Garcia - IDG Mexico
Mario Oribe Montenegro - IDG Mexico

THREE YEARS
Kelly Lynch - Infotainment World
Carmie Grantil - IDG Hong Kong
Niels Bentzen - IDG Denmark
Victor Perez Bravo - IDG Mexico
Monica Rodriguez - IDG Mexico
Masaru Kobayashi - IDG Japan
Shoko Furukawa - IDC Japan

TWO YEARS
Jim Barattolo - Int'l Publishing Svcs.
Nazy Farhang - Infotainment World
Nick Van Cleve - PC World
Faith Lee - IMI New Ventures
Elizabeth Hecht - CIO
Ulrika Stigsdotter - IDG Sweden
Mara Cecilia Pluma - IDG Mexico

ONE YEAR
Laura Simmons - Infotainment World
Eric Hellweg - PC World
Svetlana Albinder - IDG Central Svcs.
Margaretha Sundström - IDG Sweden
Weronica Forsberg - IDG Sweden
David Kolodney - IDG Books
Debbie Taylor - IDG Books
Julie Vincent - IDG Books
Eugenio Barahona - IDG Spain
Julie Boudreau - IDG

IDG BOOKS

continued from page 1

eration HTML tools permitted the development of static Web pages, languages and tools like WebC and Java will enable developers to create interactive, live Web applications.

According to **David Ushijima**, vice president and publisher of IDG Books Online, the virtual edition is a valuable resource in its timeliness given the continuous introduction of new Web development tools. Where a traditional print publication takes between three and six months to produce, Ushijima cites the benefits in allowing readers to see how the latest tools can be used as they come on the market.

"We are reinventing our publishing models for the Web, and next-generation tools will allow us to integrate fully interactive, electronic content delivery and marketing with traditional book publishing," Ushijima said.

In addition to the timeliness factor, the virtual edition allows for interaction between readers and author Shlomi Harif as he will post notes about content on the site that readers can respond to.

Both the Web site and CD-ROM will contain runnable samples of live applications covered in the book.

The book, CD-ROM and virtual mediums will teach developers how to create Web chat rooms, interactive news groups, troubleshooting databases and membership-based entertainment sites like virtual casino.

Model for future series

IDG Books Online plans to employ this new virtual/print paradigm in future series, either under its own imprint or in conjunction with other IDG Books Worldwide imprints, Ushijima said.

Interactive Web Programming by Design (WebC Edition) is only the first in a series of books from IDG Books Online aimed at online developers. The Interactive Web Programming by Design series will also include Java editions and other titles covering the hottest new Web development tools and languages. For more information contact David Ushijima at: dushijima@ idgbooks.com.

Check future issues of IDG World Update to learn when excerpts from the first book will go online.

OFF LINE

WIN A COPY OF RICH TENNANT'S LATEST TITLE!

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant

It's that time again!

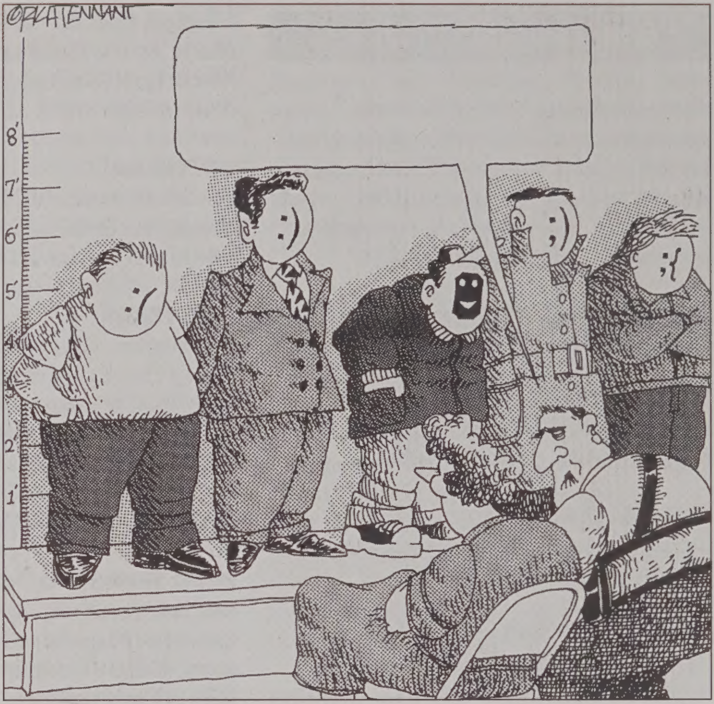
Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 5.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0*, or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon.

Honorable mention winners will receive *IDG World Update* key chains.

Fax your entries to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com).

Have fun!



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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 26, Number 7

February 12, 1996

PC WELT TOPS ALL GERMAN MONTHLIES IN AD VOLUME
PAGE 2

SOUTH AFRICAN LICENSEE PLANS REGION'S FIRST MACWORLD EXPO
PAGE 2

ON LINE: MACWORLD'S COLIN CRAWFORD TAKES A TURN THIS WEEK
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

LMI Celebrates 15th Year with 1981 Prices

To mark the milestone, French weekly turns back the clock on subscription and ad rates

To celebrate its 15th anniversary, *Le Monde Informatique* offered its readers and advertisers a "flash back" to 1981 prices. Ads in its special Jan. 19 anniversary issue, which provided a look back at the major general news stories of each year along with the major IT-related events, were snapped up by advertisers only too eager to turn back the economic hands of time.

LE MONDE INFORMATIQUE
spécial 15ème anniversaire
fenêtre sur

Advertisers were required to purchase full-page display ads and half- or full-page recruitment ads. The company sold 100 display ads and 30 pages of recruitment ads for a global net revenue of 3 million Francs, and a chance to claim the No. 1 spot in pages. An average issue of *Le Monde Informatique* might carry 35 pages of display advertising and seven pages of recruitment adver-

•CONTINUED PAGE 7•

@Computerworld Attracts Broader Audience with Unique Web Site

Editorial section targets traditional IS professional while TechCity reaches out to tech-empowered executives and end users

@COMPUTERWORLD'S STAFF OF DEDICATED CYBER-PIONEERS INCLUDES (FROM LEFT): ***Melissa Bane****, reporter;* ***Juan Perez****, reporter;* ***Jodie Naze****, managing editor;* ***Jim Kerstetter****, reporter;* ***Jose Bruzual****, media director;* ***Bill Brandel****, editor; and* ***Michelle Keyo****, associate editor.*

After seven months of research and planning and three months of beta testing @Computerworld opened for business on the World Wide Web last month and has received more than 1,800,000 hits at a rate of more than 1,500 per day.

While noting that most publishers are looking to establish an online presence to remain competitive in today's marketplace, @Computerworld Publisher and General Manager **Val Landi** stressed that to be successful, "you can't just be a digitized version of your print publication — you need be a new species."

•CONTINUED PAGE 5•

IN BRIEF

PC Welt Tops All German Monthlies in Ad Pages

Richtig reklamieren: Kein Ärger beim PC-Kauf

PC WELT

Der ideale PC

Aktueller Kauf-Ratgeber

Das müssen Sie beachten

- Der optimale Prozessor
- Die perfekte Festplatte
- Der geeignete Monitor
- Die passende Grafikkarte
- Das beste CD-ROM-Laufwerk
- Die richtige Soundkarte
- Das schnellste Modem

Extra: Der ideale PC für Win 95

Vobis & Escom

Gekauft und getestet: Alle Grafikkarten und Festplatten

Windows 95

Wie Sie die Schwächen meistern

PC Welt is off to a strong start in 1996, rising for the first time to the No. 5 position in terms of ad revenue among all German publications during the month of January. The four publications ahead of *PC Welt* in the ranking just released by German publisher association VDZ are all weeklies or bi-weeklies, making *PC Welt* the No. 1 monthly in ad volume.

PC Welt also lays claim to the title of fastest growing magazine — up 23.4% in ad revenue over the same period last year. "My team has created an outstanding product and we have a very professional ad sales staff," noted Managing Director of IDG Magazines Verlag **York von Heimburg**. "Only with this combination can *PC Welt* succeed in this very competitive market."

IW's Corporate Advisory Board Keeps Editorial Staff on Track

IW OPINIONS EDITOR KATY GURLEY ADDRESSES THE *InfoWorld Corporate Advisory Board at a recent meeting.*

In 1991 *InfoWorld* established a Corporate Advisory Board to provide its editorial staff with direct feedback on what IS professionals need to know on a weekly basis to do their jobs better. The board comprises about a dozen information systems executives from major corporations like Colgate-Palmolive and Bristol-Myers Squibb to smaller firms that make aggressive use of new technologies. "Our board meets twice a year to provide *IW* staff with direct feedback on how well we are doing our jobs," said **Katy Gurley**, *InfoWorld*'s Opinions editor. "Members are selected for their ability to articulate this feedback, to form one-on-one relationships with *InfoWorld* staff members and to be a part of the CAB-*InfoWorld* team. This ability to be 'a part of' *InfoWorld* is a crucial element in our board's success."

MACWORLD South Africa Debut Marks Apple Anniversary

With an event scheduled for May 8-11 in Johannesburg, MACWORLD Expo has expanded its reach into 10 countries. The debut of MACWORLD South Africa joins expos in Tokyo, Taiwan, Singapore, London, Boston, San Francisco, Hong Kong, Sydney, Mexico City and Frankfurt.

IDG's South African licensee, TML Reed Exhibitions/IT Media, which currently publishes *Computing SA* (*Computerworld*), *Network World*, *Software World* (*PC World*) and *InfoWorld*, will produce the event.

"Mac technology, with its strong graphics and multimedia capabilities, is widely applied throughout the world in the spheres of government administration and education," said **Jo Melville**, general manager, TML Reed Exhibitions. "These are critical areas of focus in South Africa today."

MACWORLD Expo coincides with the second anniversary of Apple's investment in South Africa and will run within Computer Faire & Bexa '96. The country's largest and most successful IT and business technology exhibition, Computer Faire attracted 450 exhibitors and more than 100,000 attendees in 1995.

According to Melville, the motivation for organizing South Africa's first and only Mac event was an independent survey of attendees at the Computer Faire & Bexa '95, who expressed interest in niche market shows.

IDC Southern Africa reported that Apple's installed base in 1995 was 9,200 units, representing an increase of 40% over the previous year.

TML Reed is working in conjunction with **Lisa Judd**, vice president of licensing for IDG International Publishing Services, to promote and execute the event. MACWORLD was introduced at a function in Johannesburg earlier this month attended by representatives from MacIntosh SA and over 60 value-added resellers.

For more information, contact Jo Melville at tel: 2711-886-3734 or fax: 2711-789-6497.

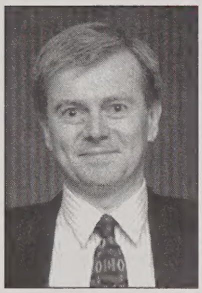
IDG: WHO ARE WE? REPRINTS

The Jan. 1 issue of *IDG World Update*, "IDG: Who Are We?" received a great response from IDG business units. In fact, we've run out of extra copies of the issue due to so many requests for additional issues.

We plan to go back on press and are taking orders for additional issues that will be available for $1/copy.

Send your requests by March 8 to *IDG World Update* via fax: 617-423-0712 or E-mail: world_update@idg.com.

ON LINE



COLIN CRAWFORD

The president and publisher of Macworld is this week's guest columnist.

Q I've noticed in recent mainstream press that Apple Computer is taking a severe beating. The columnists generalize (in a negative voice) about price/competition issues without providing specific details to back up their story. Should *Macworld* take more of an advocacy position in responding to these articles to counter the negative and often untrue generalizations made by these writers?

A We are often dismayed that so many of the negative articles on Apple are written by journalists with a very limited understanding of the real issues facing the company. There is a tendency to jump on the popular media bandwagon of writing Apple's epitaph. *Macworld* has often criticized Apple's strategy but it has been in a constructive and informed manner. Given our position as "The Macworld Authority," we will ensure that all members of our staff are in a position to articulate the strengths of the industry including the massive buying power that exists among the passionately loyal customer base.

***Macworld* has become aggressive in its news-oriented coverage, both in print and online, often beating *MacWEEK* in key stories. Why has *Macworld* pursued this strategy?**

In order to provide our readers with the information to make informed buying decisions, *Macworld* believes that it is important to have the correct mix of news analysis, reviews, in-depth features and lab-based comparison articles. Our news coverage generally tends to concentrate on interpretation and analysis rather than just breaking news stories. However, our ability to transmit information right up to the moment we go on press does enable us to cover key breaking news stories — during the last year we've taken pleasure in beating *MacWEEK* on several occasions.

How do you answer those who believe online ventures will cannibalize print publishing?

I believe they are incorrect — at least for the foreseeable future. If you are in any doubt, try reading a magazine feature article on screen. The online environment is currently just not conducive to reading long text articles. However, there are many opportunities for online and print to complement each other. Online has great strength in its ability to deliver timely information in a multimedia format. Print excels in providing a rich tactile, graphical and textural environment that is easy to navigate, browse and — most importantly — it is portable.

Macworld Online manages to maintain a Web site with a fairly small staff. Do you have advice for other publications hoping to start small?

The most important advice is to leverage the existing operations in your organization. Online should be viewed as an extension to the existing business, not a brand new venture. Work with your print publication staffs; use their expertise in the key areas of editorial, sales, circulation and production, and give them an opportunity to develop their careers by being involved in the unique challenges of the emerging new media markets.

What kinds of new media projects are brewing at Macworld?

We are testing a Macworld Buyer's CD which includes a comprehensive product directory, editorial reviews and a virtual trade show that allows users to view QuickTime demonstrations, download demos and obtain product specification sheets. The CD contains Web links so you can download the latest information on products and pricing. In addition to Macworld Online, we have a development team investigating other online projects that may include print spin-offs.

Were you pleased with the outcome of MACWORLD Expo '96?

It seemed ironic that we set new records for MACWORLD Expo/San Francisco while the media attempted to write off Apple. The passion and enthusiasm of both the attendees and developers, the raft of new products — particularly in the areas of Apple key strengths: publishing, graphics, multimedia and the Internet — amply demonstrated that despite some of Apple's management problems, the Mac market is exceptionally robust. Exhibitors were highly complimentary about all aspects of the expo — particularly about the amount of products they sold.

How are you promoting the *Macworld* brand internationally?

Including pass-on readership, *Macworld* reaches around three million people per month worldwide, and we expect this number to grow substantially as online services develop internationally. In addition to the Macworld Global Product Support Center, we have developed a Macworld Brand page (http://star.macworld.com). This Web page provides online links to all *Macworld*-branded products and demonstrates the power of the *Macworld* brand as an information source to our worldwide audience.

If the answer to any of these questions is "yes," *IDG World Update* wants to know!

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Chief Financial Officer Gene Gartlan?**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

Contact us at: world_update@idg.com.

Interview: Managing an Online Presence

@Computerworld Editor Bill Brandel discusses developing content while navigating the uncharted rules of the Web

Q Can you describe how you and your staff work with Computerworld's editorial department?

A We work with the print publication in a number of different ways. Foremost, we are working on an arrangement to have the print editorial staff provide a daily news feed to be placed on our site. We also work with the feature editors to add value to their print-based stories. For example, *Client/Server Journal* has its own section on our site. We have been working with Management section staff to add a multimedia element to their stories. For a recent book review on the building of the Boeing 777 aircraft, we were able to provide links to the Boeing site, statistical information on the aircraft that did not fit in the book, as well as provide a link to a CATIA CAD application demo that was used to build the airplane. Try that with print!

We also work with the reporters in other ways. For example, two *Computerworld* reporters will host upcoming Whiteboard Forum discussions on the site. Not only can they host a conversation online, but they can provide links to their stories for the context of their thread subject. I often check in with the news editors to see who has a hot story, and work with those writers to provide the QuickPoll questions. **Laura DiDio,** one of our high-profile reporters on the print side, was a television reporter with CNN in an earlier life. We put her tonsils to good use as the voice of the Computerworld Minute on our Computerworld Audio page. And, of course, the last two years' worth of stories from *CW*, *CSJ* as well as the new stories from @Computerworld are archived and available via our search tool.

How often is copy uploaded on @CW?

We update the news page and home page twice a day. We update the Intranet Profile, which profiles both vendors' and users' Intranet strategies, on Wednesdays. The Whiteboard Forums are updated once every two weeks. The top five stories from print are updated on Friday, after they complete their weekly cycle.

WORLD UPDATE

CW SENIOR EDITOR LAURA DIDIO *rehearses her Computerworld Minute script with @Computerworld Editor* ***Bill Brandel*** *(center) and Multimedia Production Specialist* ***Patrick Faucher.***

What have been the biggest challenges your group has faced?

Dealing with the uncharted rules of the Web. *Computerworld* is a premium quality print publication, and we want to maintain that standard. In the meantime, the Web and the Internet have a very loose, hip culture. The same safe, tried and true rules of print media don't make for an elegant transfer into a completely different medium that has some established rules that have nothing to do with print, such as netiquette. How do you avoid ad adjacency when ads rotate through the site? If someone posts a message on a thread, what rules do you use to determine whether it's in poor taste? In addition, you have to keep your staff focused on taking advantage of the medium to provide value to your customer. It's difficult to not think "print" thoughts when you have a tough problem to solve.

What issues arose during the planning of this site that you hadn't anticipated?

Name it. I think the biggest issue we faced, and one we still face, is trying to work new, emerging, ever-changing technology into the site. For example, when we started planning this site, RealAudio didn't really exist. Then, just weeks before launch, it quickly emerges as one of the biggest "killer apps" on the Web. We had to have it on our site. So we had to track down a server, find someone to host and support the server, pay for it, and then integrate it into the rest of our site. Although it was difficult, it shows how innovative you can be in using Web technology. Speed and anticipation are key.

What sort of reader feedback have you had?

Almost all of it has been positive. *Computerworld* is a paid subscription newspaper, so people obviously value that relationship with us. The Web adds another link to our audience, and people have responded very positively to that. They love the polling device, and the Whiteboards have received excellent interaction from our audience. We're getting, on average, over 100,000 hits per day.

How do the roles of you and your staff compare to those of folks at the print publication?

Except for the reporters, we are all mutating into something very different. For example, a good deal of my time is managing the processes involved with building a software application, finding out what our audience wants from a certain technology and then "Computerworld-izing" it. It is similar to print in that you are trying to deliver something that the audience wants or needs, but the way you go about it and the pace in which you implement it are dramatically different. You have to be willing to try things and then adjust very quickly. Also, a print editor is usually "done" once the publication is out the door. Because most of our content is designed to get a reaction from the audience, our job is just beginning when the content goes out. Like a normal managing editor, **Jodie Naze** makes sure that people hit their deadlines. However, a great deal of her time is spent making sure development efforts are on schedule, in addition to making sure that the copy and graphics are hitting their marks. Our associate editor, **Michelle Keyo,** spends as much time formatting HTML as she does copy-editing stories or looking up links. And so on.

IDG New Job Opportunities Update
Monday, February 12, 1996

Customer Service Specialist (CW)
CW is looking for a telemarketing customer service specialist with excellent verbal and written communication skills. Candidates should be detail-orientated with strong typing skills. Requires 2 years of telemarketing experience in a high-volume call center and knowledge of the computer industry including DOS, LAN and WAN systems and Windows. Flexible hours available. BA preferred. Position located in Framingham, MA.
Contact: Christine Chupka, christine_chupka @cw.com Phone: (508) 820-8162 Fax: (508) 879-3760

District Sales Manager (CW)
Computerworld has a newly-created opportunity for an experienced, creative, and highly-motivated individual to sell multiple CW products to major accounts and agencies in the NYC territory. The ideal candidate possesses a minimum of five years of relevant sales experience within the high-tech industry; has a strong knowledge of our customer's business, and is PC proficient. Position location to be determined.
Contact: Bernie Hockswender Phone: (770) 931-8104 Fax: (770) 931-8106

Internship, Latin America (IDC)
IDC's Latin America group is looking for an individual to assist with conducting a survey of Brazil's largest banks and writing a research report on IT spending patterns in the Brazilian finance sector. Requires Portuguese fluency, strong writing and spreadsheet skills and may require travel. Position located in Miami, FL.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Sales Assistant (IDC/LINK)
IDC/LINK is looking for an assistant to support three senior sales staff in all phases of sales cycle leading to closure of new business. Responsibilities include lead management, proposal generation, and telephone interaction with prospects. Requires excellent communication and organizational skills, experience in telemarketing, customer service or inside sales and a BA/BS. Knowledge of and experience with MS Word, Excel, Filemaker and Powerpoint preferred. Position located in New York, NY.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Systems Operations Specialist (IDC/LINK)
Work in concert with IS to provide Mac and PC hardware and software and network support, including configuration, installation and repair for internal users on a Novell 3.1x network. This support role will include routine administrative functions for Novell network and IDC E-Mail and Lotus Notes systems in NY and NJ. Requires support of users of the following applications, Macintosh OS, Windows, Excel, Word, Powerpoint, cc:Mail, Lotus Notes. Position located in New York, NY.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Receptionist (IDG/MSD)
The receptionist will serve as the initial contact for people visiting the San Francisco office. Responsibilities include greeting visitors, assigning conference rooms, managing phone database, answering and routing phone calls and sorting incoming mail. Previous experience as a receptionist or in customer service is a plus. Position located in San Francisco, CA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Data Entry Operator (IDG)
The individual in this position will perform alpha/numeric data entry in a high-volume accounting environment. Experience in a PC Windows environment and fast and accurate typing skills required. 2+ years of data entry experience in fast-paced environment preferred. Position located in Framingham, MA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Data Entry Supervisor (IDG)

The individual will lead the data entry team in IDG's Corporate Accounting department. The successful candidate will perform data entry, coordinate the workflow of the group, supervise two data entry operators and assist in the implementation of a new A/P system. Proficiency with PC Windows, fast and accurate typing skills and proven ability to lead a small team are a must. The individual must be able to work under pressure in a high-volume invoicing environment. Position located in Framingham, MA.

Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Acquisitions Assistant (IDG Books)

The Acquisitions Assistant will be the point of contact for existing and potential authors. Provide administrative support and assist editors in on-going projects. Requires college degree with 2 years of office experience and strong Microsoft Office skills. FileMaker Pro a plus. Position located in Foster City, CA.

Contact: Pat Levenduski, plevenduski@idg.com Phone: (415) 655-3015 Fax: (655) 655-3206

Ad Sales Representative (IDG Newsletters)

This person will work from our Boston office to help us develop advertising programs for our growing family of print newsletters and world-wide-web information services. To qualify, you will be a self-starter, have previous experience selling advertising, preferably in an IT publication, and knowledge of the personal computer industry. Minimal travel required. Position located in Boston, MA.

Contact: Lori Connolly, lori_connolly@idg.com Phone: (508) 935-4791 Fax: (508) 935-4600

Internet Expert (IDG Newsletters)

IDG Newsletters, the world's leading publisher of software-specific newsletters for PC users, seeks a dedicated individual to help us develop and deliver newsletters on the Internet. To qualify, you must have experience installing and maintaining web-server software on UNIX platforms, a working knowledge of HTML and web-development tools, and excellent written communication skills. Position located in Boston, MA.

Contact: Lori Connolly, lori_connolly@idg.com Phone: (508) 935-4791 Fax: (508) 935-4600

Executive Assistant, Reviews and Testing (IFW)

The Executive Assistant will work with outside vendors and readers and assist with the department budget forecast, calendars, travel, and email. In addition, he/she will schedule meetings and field phone calls with the media, vendors, industry leaders, subscribers, and coworkers. The successful candidate possesses excellent communication, project management, and organizational skills. Position located in San Mateo, CA.

Contact: Sara Moore Phone: (415) 312-0631 Fax: (415) 312-0668

Reviews and Testing Assistant (IFW)

The Reviews and Testing Assistant ensures that employees have the tools they need to do their jobs smoothly, with a focus on supporting the product comparison and reviews processes. Requires excellent communication, problem-solving, and organizational skills; the ability to work independently and a desire to learn more about information technology. Experience with Excel, Word, Lotus Notes, Meeting Maker, Microsoft Project, and other applications and 1-2 years of administrative experience is preferred. Position located in San Mateo, CA.

Contact: Sara Moore Phone: (415) 312-0631 Fax: (415) 312-0668

Reviews Editor (3) (IFW)

The IFW Test Center is looking for editors to edit product reviews of client/server, networking, and Internet products. Responsibilities include identifying and ordering products for review, assigning reviews to writers and managing their deadlines, and working to create finished pages. Applicants should have several years of experienc editing articles on computer hardware and software, preferably with a computer trade publication or test lab. Extensive product knowledge and good writing skills required. Position located in San Mateo, CA.

Contact: Sara Barnes Phone: (415) 525-3564 Fax: (415) 312-0668

Business Development Specialist (IFW)
The Business Development Specialist manages and coordinates systems and tasks associated with on-going Demographic Supplements, Special Reports, Impact Marketing and any new business. Requires the ability to provide pro-active information to the sales team and other departments. Position located in San Mateo, CA.
Contact: Ellen Aronowitz Phone: (415) 312-0673 Fax: (415) 312-0668

Reviews Analyst, (3) (IFW)
The IFW Test Center is looking for analysts to test client/server products and write product reviews. Requires several years of experience in testing and writing on computer hardware and software, preferably with a computer trade publication or test lab. Extensive product knowledge (including networking, application development, and systems) and good writing skills required. Position located in San Mateo, CA.
Contact: Sara Barnes Phone: (415) 525-3564 Fax: (415) 312-0668

WebMaster (IFW)
Infoworld Electric (http://www.infoworld.com) wants a webmaster. Please apply if you are: thoroughly familiar with html and UNIX server management, know some PERL and shell scripting, understand networking, Macs and PCs, and can manipulate graphics. You will produce editorial content on a daily deadline with a tight-knit team and SGI servers on a rapidly expanding Web site. Position located in San Mateo, CA.
Contact: Sara Barnes Phone: (415) 525-3564 Fax: (415) 312-0668

Technical Analyst (MAC)
The Technical Analyst will be responsible for testing Macintosh software and hardware; running benchmarks; researching different testing techniques; and developing reports based on test results. Requires a BS in Computer Science or equivalent business computing experience; comprehensive and extensive knowledge of various Mac software and hardware as well as Mac internals and peripherals installation; a basic understanding of issues and technologies involved in testing Mac products; good verbal and written communication skills; and the ability to learn new computer products quickly. Position located in San Francisco, CA.
Contact: Lauren Black Phone: (415) 978-3144 Fax: (415) 442-0766

Editorial Liaison (PCW)
Identify editorial material copy and/or concepts suitable for translation into television format from start to finish; act as liaison between Discovery Channel production staff and IDG Communications personnel. Requires a combination of marketing, public relations, and editorial expertise preferably in a television media setting. Requires a thorough knowledge of the PC industry, excellent writing and copyediting skills, excellent verbal and written communication and the ability juggle multiple tasks. Also requires the ability to work well with editorial, other departments, "outside" contacts and the public. Position located in San Francisco, CA.
Contact: Heather Martin-Mayer Phone: (415) 978-3302 Fax: (415) 974-7316

Administrative Assistant (PCW/MMW)
The Administrative Assistant will provide administrative support in all facets of advertising sales, to include office support, customer service, and general administrative support as needed. Requires strong administrative and organizational skills, excellent verbal and written communications skills, excellent phone skills, and PC literacy. Position located in San Francisco, CA.
Contact: Peter Stangel Phone: (415) 974-7387 Fax: (415) 974-7316

Please look forward to the complete list of job opportunities across IDG on Monday, February 26.

@COMPUTERWORLD

continued from page 1

"@Computerworld creates a virtual IT meeting place by providing daily, interactive news, forums and dialogue oppportunities that focus on the adoption of World Wide Web technology for business enterprises," Landi said. Acknowledging the importance of maintaining electronic links to the print publication, Landi emphasized the profound differences between @CW and its paper-based relative.

"What we've done is define a whole new, interactive species. @Computerworld is a global, real-time community in which our audience has a major role to play in building our content," he noted.

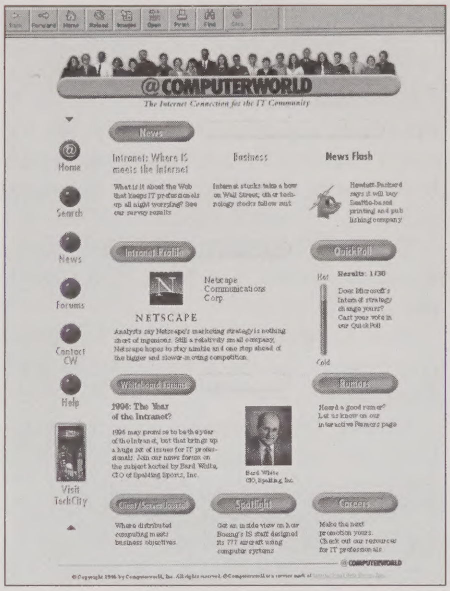
The @Computerworld WWW site has two distinct sections, each with its own URL access.

Editorial content

The first section contains the @Computerworld editorial content (www.computerworld.com) with its emphasis on interactivity and user news forums targeting the professional IT community.

"The news focus of @Computerworld emphasizes the emerging corporate Intranet and its impact on both users and vendors delivering products to this market," said Editor **Bill Brandel**. The Intranet, "behind the firewall" internal Web networks for communications, knowledge management and training, for example will soon represent a $23 billion/year market, according to a recent survey of the Internet marketplace by Hambricht & Quist.

The site features daily breaking news and twice daily news briefs and updates, national and international IT business stories, profiles of corporate stars, and the Computerworld Minute, a downloadable audio news file that is also accessible by a toll-free number. In addition, the site offers Whiteboard Forums, interactive discussions led by a series of industry notables and focusing on various hot topics. The weekly Quick Poll uses a thermometer icon to visually depict reader reactions to news events while the Rumors section lets readers post and respond to unconfirmed reports from the industry grapevine.



Intranet: Where IS meets the Internet

What is it about the Web that keeps IT professionals up all night worrying? See our survey results

Business

Internet stocks take a bow on Wall Street; other technology stocks follow suit.

News Flash

Hewlett-Packard says it will buy Seattle-based printing and publishing company

Netscape Communications Corp

Analysts say Netscape's marketing strategy is nothing short of ingenious. Still a relatively small company, Netscape hopes to stay nimble and one step ahead of the bigger and slower-moving competition.

Results: 1/30

Does Microsoft's Internet strategy change yours? Cast your vote in our QuickPoll

1996: The Year of the Intranet?

1996 may promise to be the year of the Intranet, but that brings up a huge set of issues for IT professionals. Join our news forum on the subject hosted by Bard White, CIO of Spalding Sports, Inc.

Bard White
CIO, Spalding Inc.

Heard a good rumor? Let us know on our interactive Rumors page

Where distributed computing meets business objectives

Get an inside view on how Boeing's IS staff designed its 777 aircraft using computer systems

Make the next promotion yours. Check out our resources for IT professionals

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@COMPUTERWORLD WAS DESIGNED AS A *global IT community meeting place with a heavy emphasis on interactivity and user news forums. It can be accessed at http://www.computerworld.com.*

"@Computerworld's editorial staff checks out the rumors, using some that can be corroborated as fodder for news stories," noted Landi. Job postings from the Computerworld Professional Development Division are also included.

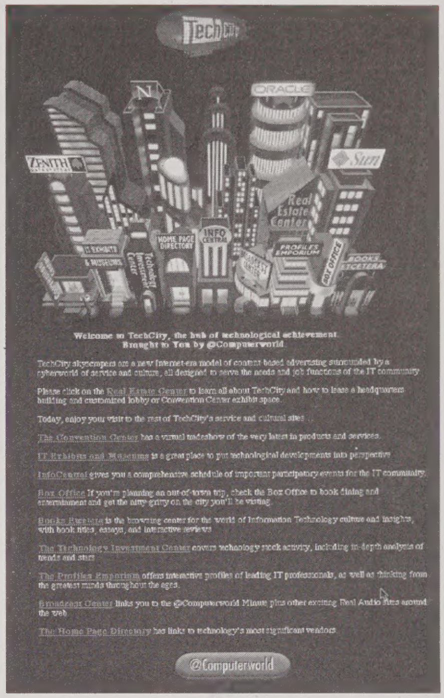
'A cyberworld of service'

The second section of the @Computerworld site is TechCity (www.computerworld.com/techcity), an innovative environment that combines content-based advertising surrounded by a "cyberworld" of service and culture designed to serve the needs of both computer professionals and IT-centric managers. Using the physical metaphor of a city, the site depicts a group of skyscrapers, each sponsored by a different vendor. By clicking on a particular building, the user can access a customized lobby featuring vendor products and services ranging from white papers to radio broadcasts to new product literature, inquiry hotlines, CEO keynotes and value-added reseller listings.

The skyscrapers are surrounded by a cybercity of cultural and service highlights including:

- **Books Etcetera**, which includes the weekly IT bestseller list, essays, reviews and a book-ordering capability.
- **InfoCentral**, a comprehensive schedule of vendor-sponsored IT events.
- **Technology Investment Center**, covering the "Technology 200 Stock Ticker" activity.
- **IT Exhibits and Museums**, offering current and historical perspectives on the world of IT, including links to the Smithsonian Institute and the MIT Media Lab.
- **The Profiles Emporium**, a collection of interactive profiles of leading IT professionals.
- **The Box Office**, featuring entertainment and travel information.
- **The Broadcast Center**, linking users to the @Computerworld Minute and other IT-related audio sites on the Web.

"TechCity is an incredibly rich site and a total innovation in providing targeted service-based content and value customized to the needs of the IS professional," noted Landi. "What we are doing is treating IT professionals as three-dimensional people, acknowledging that they have needs as professionals that go beyond their job functions. Without TechCity, @Computerworld would be just another great Web site." 🖳



Welcome to TechCity, the hub of technological achievement.
Brought to You by @Computerworld

TechCity skyscrapers are a new Internet-era model of content-based advertising surrounded by a cyberworld of service and culture, all designed to serve the needs and job functions of the IT community.

Please click on the Real Estate Center to learn all about TechCity and how to lease a headquarters building and customized lobby or Convention Center exhibit space.

Today, enjoy your visit to the rest of TechCity's service and cultural sites . . .

The Convention Center has a virtual tradeshow of the very latest in products and services.

IT Exhibits and Museums is a great place to put technological developments into perspective.

InfoCentral gives you a comprehensive schedule of important participatory events for the IT community.

Box Office If you're planning an out-of-town trip, check the Box Office to book dining and entertainment and get the nitty-gritty on the city you'll be visiting.

Books Etcetera is the browsing center for the world of Information Technology culture and insights, with book titles, essays, and interactive reviews.

The Technology Investment Center covers technology stock activity, including in-depth analysis of trends and stars.

The Profiles Emporium offers interactive profiles of leading IT professionals, as well as thinking from the greatest minds throughout the ages.

Broadcast Center links you to the @Computerworld Minute plus other exciting Real Audio sites around the web.

The Home Page Directory has links to technology's most significant vendors.

TECHCITY FEATURES A GROUP OF *skyscrapers, each sponsored by a vendor and containing a range of customized products and services ranging from white papers to radio broadcasts to new product literature. The site can be accessed at http://www.computerworld.com/techcity.*

NOTEWORTHY

PROMOTIONS

Network World has announced two major promotions as part of an overall plan to support the publication's global brand identity and capitalize on its leadership position.

THIBEAULT

Evilee Thibeault, most recently vice president/associate publisher, has been named senior vice president/publisher. In her new capacity, Evilee will oversee circulation and production, in addition to all marketing, advertising and sales operations.

Evilee began her career at Network World in 1989 as marketing communications manager. Prior to that, Evilee served as advertising director for Motorola Corp., marcomm manager at Data Communications, and research analyst for *Information Week*.

"Evilee's knowledge and expertise are second to none — she's uniquely qualified to handle the position of publisher at Network World," said NW President/CEO **Colin Ungaro**, who in passing the mantle of publisher maintains oversight of *NW* editorial, retains responsibility for the entire NW company, and heads up the new NW Global Product Support Center.

LASKER

Carol Lasker, previously eastern regional manager, has been promoted to advertising director for Network World. In this newly created position, Carol will direct all NW advertising sales in the U.S., including display advertising, direct response advertising, recruitment and online advertising.

A resident of Princeton, N.J., Carol has spent 18 years in the publishing industry including stints at CMP and MacMillan.

"Carol is an outstanding sales manager and has lead the East Coast to more than a three-point market share gain in the past year. We all look forward to her spreading that magic across the rest of the country," Thibeault said.

CIO announces four promotions in its marketing department. **Robin Azar**, formerly strategic marketing analyst, has been promoted to strategic marketing manager.

Bridget Cammarata, formerly senior research analyst, has been promoted to research manager.

Dot Caspersen, formerly marketing coordinator, has been promoted to trade show coordinator.

Marcy Dill, formerly senior promotions specialist, has been promoted to marketing communications manager.

"This is the tireless, energetic marketing team that keeps the CIO ship on course and is always eager to be a sounding board or come up with creative ideas," said VP/Marketing **Cathy O'Leary Hayes**. "I am extremely proud of their individual and collective accomplishments, their ability to work cross-functionally and their contributions to the company's significant growth over the last several years."

WORLD UPDATE

TENNESON

Christine Tenneson has been promoted to credit analyst for IDG Corporate Credit. Christine joined IDG Credit in September 1994 as an associate credit analyst. "Christine has done an outstanding job handling collections," said Corporate Credit Manager **Amy Hanania**. "Her enthusiasm and hard work have contributed greatly to the department."

NEW EMPLOYEES

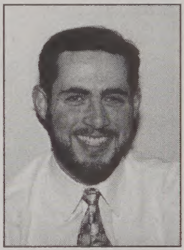
WORLD UPDATE

GLASSER

Perry Glasser has signed on as an associate editor for *CIO*. Before joining the Framingham-based publication, Perry was an English professor at Bradford College. He has published two collections of short stories and been a contributing editor to the *North American Review*. Perry earned a BA in English from Brooklyn College and an MFA from the University of Arizona. Fiction writing, chess and cycling are his favorite outside pursuits.

Bob O'Donnell is an executive editor for InfoWorld Electric in San Mateo, Calif. A graduate of the University of Notre Dame with a BA in liberal studies, Bob enjoys music.

IDC Government in Falls Church, Va. welcomes **George Haynes** as research director. Most recently a managing consultant for Federal Computer Services Corp., George has a BS in business administration and statistics from the University of Tennessee. He counts sailing and golf among his hobbies.



WORLD UPDATE

GOLDSTEIN

Eric Goldstein has been hired by IDG's human resources department as an HRIS administrator. Eric worked for the U.S. Air Force in a similar capacity and was stationed in Wyoming and Iceland. He is pursuing a master's degree at Lesley College School of Management and enjoys an array of outdoor activities including camping, hiking and biking.

TRANSFERS

Richard Overton, formerly fact checker for *PC World*, has joined the Online Services Group as staff online editor. Richard has a master's in journalism from Northwestern University.

Chris Jones, formerly manager, Reseller Services for Computerworld, has transferred to Infotainment World as electronic media manager. Chris has a BA in economics from the University of Colorado.

CORRECTION

In the Jan. 22 issue of *IDG World Update*, Richard Avola was incorrectly listed as the director of technology at Computerworld. Richard's correct title is director of telemarketing.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Marion Kibbee - IDG
Richard Priante - Network World

SIXTEEN YEARS
Max Jaeger - IDG Australia
Donna Pomponi - Network World

FOURTEEN YEARS
Magdalena Axelsen - IDG Denmark

THIRTEEN YEARS
Seppi Heber - IDG Australia

TWELVE YEARS
Iris Clench - IDG Australia
Mary Rinaldo - Network World
Wes Nihei - Infotainment World

ELEVEN YEARS
Libby Levinson - IDG
Alain Paccagnella - IDG France

TEN YEARS
Linda Gorgone - Computerworld
Ricardo Castro - IDG Mexico

NINE YEARS
Maryanne Sinville - IDC
Penny Stevens - IDG
Paul Mercer - Network World
Sue Collins - Network World
Hilary Utley - IDC U.K.
Stephen Tozeski - IDG Research
Nina Mattsoff - IDG Sweden
Brenda Shipman - Computerworld

EIGHT YEARS
Bruce Stephen - IDC
Clare Gillan - IDC
David Beynon - IDG Australia
Kevin Burns - IDG
Laura Sears Brady - IDG
Bob Brown - Network World
Stewart Johnston - Computerworld

SEVEN YEARS
Denise Elkins - IDG Australia
Pat Miller - IDG
Donna Kirkey - Network World
Graham Penn - IDC New Zealand

SIX YEARS
Amanda Patrick - IDG Australia
Monica Capuzzi - IDG Italy
Setsuro Tamai - IDG Japan

FIVE YEARS
Monique Haylen - IDG Australia
Rosa Mª Martin - IDG Spain
Ayako Miyazaki - IDG Japan
Bonnie Shishido - Macworld Japan

FOUR YEARS
Liz Gulla - IDG
Jacqui DiBianca - Network World
Cathy Sampson - Network World
Bill Hanck - PC World

THREE YEARS
Takahiko Umeyama - IDC Japan
Miya Akatsu - IDC Japan
Martina Martin - IDC
Loretta Bernini - IDC/LINK
Steven Drace - IDG Marketing Services
Rita Contreras - IDG Mexico
Angelique Sanchez - IDG Netherlands
Tom van Tol - IDG Netherlands
Adnes Toledo - IDG Venezuela
Koichi Morisawa - Macworld Japan

TWO YEARS
Filiz Ormanci - IDG Turkey
Jennifer Cooke - IDC
Michael Levi - IDC
Shirleen McDougall - IDC
Nicholas Kaufmann - IDC
Gabrielle Wheeler - IDG Australia
Philip Sim - IDG Australia
Sue Wilkes - IDG Australia
Ed Valente - IDG
Greg Morgan - Network World
David Rohde - Network World
Joelene Springfield - Network World
Amy Nibbi - Infotainment World
Judy Bratton - IDG Central Svcs.
Dipika Patel - IDC U.K.
Johan Schönbeck - IDG Sweden
Doug Arroyo - IDG Books
Michael Taylor - Computerworld
Tracy Anderson - Computerworld
Paul Farias - Computerworld
Edwyn Sheehan - Computerworld
Thomas Lamoreux - Computerworld
Charles Coleman - Computerworld

ONE YEAR
William Zinsmeister - IDC
Natalie Eisner - IDC
Andrew Birmingham - IDG Australia
Angela Prodromou - IDG Australia
Barbara Simon - IDG Australia
Julie Lynch - IDG
Alejandro de Francisco - IDG Latin America
Armando Merino - IDG Latin America
Sherwin Horowitz - Network World
Sara Frankel - PC World
Paula Benton - PC World
Helene Andersson - IDG Sweden
Magnus Aronsson - IDG Sweden
Karin Karlsen - IDG Sweden
Sue Pines - IDG Books
Theresa Sanchez-Baker - IDG Books
Massimo Pizzo - IDG Italy
Eugenio Barahona - IDG Spain
Gina Rowles - IMS Europe
Philip Lambert - Computerworld

LE MONDE INFORMATIQUE
continued from page 1

tising.

Readers, too, could take a step back in time paying just 10 francs for the issue on the newsstand as they did when the weekly launched 15 years ago. A special subscription insert invites readers to sign up at the original subscription price of 120 francs/year.

Although it is too soon to gauge newsstand results, the response has been excellent, and the company hopes to triple its sales, according to *LMI* Publisher **Patricia Poupaert**. Poupaert also noted that the company intends to renew new subscribers at current prices with a special offer within the next few months.

The issue sported a completely revamped layout, which helped to tie the IT news together with the events of the day.

For 1981, for instance, the copy focuses on the first year of former President François Mitterand's government and the arrival of IBM's PC in France. The entire project was conceived and executed by *Le Monde Informatique* staff with no additional outside resources.

CELEBRATING 10

Stewart Alsop

HOME: San Carlos, Calif.

JOINED IDG: August 1982, editor, *Computer Business News* (later known as *ISO World* and then *Micro Marketworld*). Yes, it looks like more than 13 years, but I left the company for more than two years to start my newsletter and conference business, now known as InfoWorld Conference & Media.

CURRENT TITLE: Executive Vice President, InfoWorld Publishing

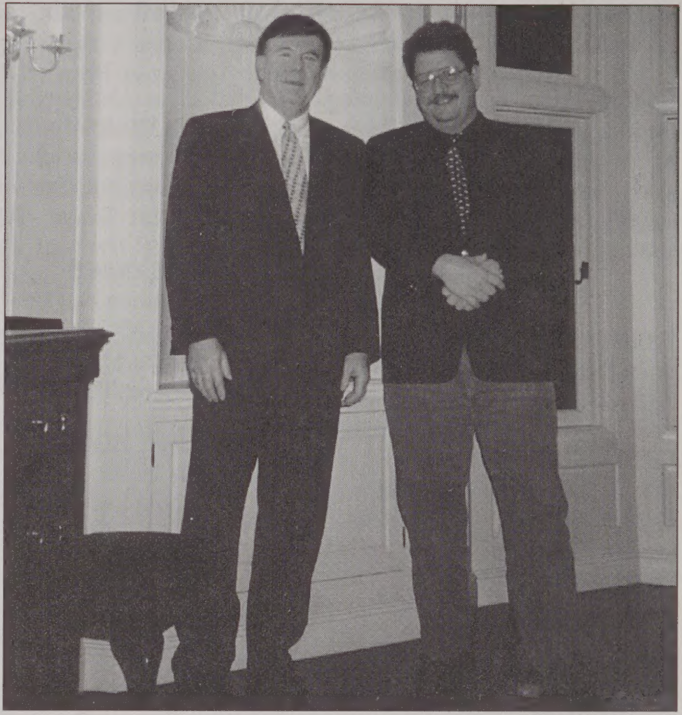
MOST CHALLENGING PART OF YOUR JOB: Explaining it.

BEST PART OF YOUR JOB: Meeting and getting to know some of the smartest and most interesting people on the planet. One day recently, I met with Barry Diller, the guy who built the Fox TV network, made QVC famous, and is now running Home Shopping Network, and then had dinner with Marc Andreessen, the co-founder and chief nerd of Netscape. Wow!

LATEST ACCOMPLISHMENT: Finding someone (Sandy Reed) much better than me to take my job as editor-in-chief of *InfoWorld*.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? No. I'd never had a single job title for more than nine months at the time. In truth, I wasn't here for 10 years until I came back in 1987 and stayed the second time for more than eight years!

WHAT'S KEPT YOU AT IDG FOR THIS LONG?: Certainly not the money! Actually, I think most people don't work specifically for money. And there's something about IDG that allows the individual to step out, which is not true at most other publishing companies, particularly those in the computer industry.



INFOWORLD'S STEWART ALSOP (RIGHT) JOINED IDG CHAIRMAN ***Pat McGovern*** *for dinner in celebration of his 10th year of service to the company.*

BEST WAY TO COMPLIMENT YOU: Read what I write!

FANTASY JOB: I've already got it.

MANAGER'S PROFILE: "Stewart Alsop is the ultimate technology industry insider whose extraordinary views and opinions help make *InfoWorld* both provocative and useful for our readers. As Executive Vice President, Stewart is working to develop powerful new *InfoWorld*-branded product extensions, and it is a pleasure for me to work with someone who has such a broad vision and an ability to execute."

- Jim Martin, President & CEO, InfoWorld Inc.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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February 19, 1996

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CHINA COMPUTERWORLD AND TELECOM WORLD CELEBRATE ANNIVERSARIES
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Brazilian Licensee Targets Game Market with "PC Player"

The PC games market is growing rapidly in Brazil, and this month IDG signed a license to publish a Portuguese-language edition of *PC Entertainment*. The monthly is the second IDG magazine managed by CLC, a São Paulo publisher that also uses *Game Pro* content in its *Super Game Power* title.

Since *PC Entertainment* doesn't translate well into Portuguese, the primary banner will be the Portuguese equivalent of "PC Player." The English title *PC Entertainment*, will still appear on the cover, but less prominently.

The inaugural issue will have a May cover date and an initial circulation of 50,000 said **Francesco Civita**, product manager of CLC's magazine group. Thirty to forty percent of the editorial content will be local. The only competitors to "PC Player" are two smaller CD-ROM magazines that don't focus exclusively on PC games.

"There's a tremendous demand for CDs in Brazil, and the ones that are bought separately are very expensive," Civita noted. "We'll be importing *PC Entertainment*'s CD-ROMs for our cover mounts, and the relatively low price we'll be charging for the magazine with the disc will make our title very attractive."

The biggest challenge for "PC Player" will be attracting notice on the newsstands. Civita said 1995 was a great year for magazine sales, and in addition to the overload of imported magazines, 947 new Brazilian titles hit the stands.

"There are so many publications, all packed so closely together, that a good cover doesn't even seem to matter," Civita said.

CLC has recently launched a direct mail campaign to build awareness for "PC Player." Since Brazilian newsstand owners view subscriptions as a threat to their business and often remove or give undesirable placement to magazines that contain subscription offers, publishers have to rely heavily on other means of attracting subscribers.

FRANCESCO CIVITA (RIGHT), PRODUCT MANAGER *for CLC's magazine group was in Boston last month to sign a license for "PC Player" with* ***Tim Clarke****, VP/ licensing for International Publishing Services.*

Integrated Media Plans Launch of *Netscape World*

Official release of "webzine" coincides with first Netscape Developers Conference

Next month's launch of *Netscape World* "webzine" by Integrated Media New Ventures, Inc., will serve professionals developing applications for Internet servers and those who purchase, design and administer servers. The release of this Web-based publication without a print equivalent meets the growing need for Internet-related material, capitalizes on the interactivity of the Web, and offers publisher and advertisers a unique opportunity to effectively reach their target audiences.

While a beta version of *Netscape World* will go live Feb. 27, the official launch date coincides with the March 5 launch of the Netscape Developers Conference in San Francisco, co-sponsored by IMI New Ventures. Organizers expect more than 2,500 developers interested in using Netscape technology for Internet applications to attend the conference — providing the perfect platform for the introduction of the "webzine" to its key audience.

IMI New Venture's Editorial Director **Lisa Stapleton** describes *Netscape World*'s target readership as a "high-

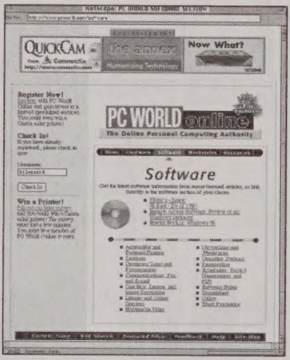
•CONTINUED PAGE 4•

IN BRIEF

Enhanced PC World Online Site Responds to User Needs

Launched on the Web last June as one of IDG's first Internet sites, PC World Online has enhanced its site with a new interface, improved usability and interactive tools. The highly-trafficked site, which reports more than 1.5 million page views per month, has been revamped to incorporate evolving reader needs.

The graphic handiwork of PC World Online's design team organizes the site by product categories, giving the reader instant, top-menu access to information on any PC-related subject.



An advanced database system builds each page "on the fly" according to user needs and interests. The site allows users to define their information requirements and, based on demographic information (for example, type of Web browser the reader is using) enables PC World Online to select editorial and advertising targeting those specific needs. This customized method provides added incentives for advertisers who, by way of precise demographic data, are zeroing in on their target audience.

PC World's Top 20 buyer's resource has been translated online to the Interactive Top 20, which provides users with product summaries based on their personal rankings of purchasing criteria such as price, performance and brand. The site also includes searchable message boards within each product category allowing for multiple, simultaneous discussion threads.

This high level of interactivity is made possible by a group of sophisticated Internet development tools including W3.COM's Personal Website System (PWS), an Architext search engine, and Proxima Inc.'s Podium software.

"This new design, structure and the addition of sophisticated Internet tools demonstrates our continuous efforts to step aside from just repurposing print editorial," said **Thomas Gewecke**, publisher, PCW Online Services Group. "We're providing added value to the user's experience through an extensive lineup of new online-exclusive content."

A number of additional refinements are planned for the coming months including daily news updates, RealAudio columns and features and real-time chat with *PC World* editors and industry experts. PCW Online can be accessed at http://www.pcworld.com.

For more information contact Scott Danish at scott_danish@pcworld.com.

CD Solutions Promotes Internet Product To Associations

CD Solutions, an IDG company based in Framingham, has formed an alliance with NewMarket Business Forum, an online business information firm, to help business and professional associations teach members how to best take advantage of the Internet. A recent direct mailing to 500 associations included a complimentary copy of CD Solutions' disc, *Using the Internet for Profit.*

A reply card provides options for an association interested in purchasing the disc for distribution to its membership, customizing the CD to reflect the association's branding and or asking CD Solutions for on-site presentations or training.

For more information on CD Solutions check out its Web site at http://www.cdsolutions.com/cdsolutions.

Acquisition Gives IDG Top Three PC Titles in China

In the wake of this month's acquisition of *China Computer Users* magazine, IDG has secured its position as the leading information provider in China's burgeoning IT market. As the country's second largest PC magazine, *China Computer Users* joins IDG's established No. 1 title, *PC World China,* and the third-place *Software World.*

China Computer Users has been published since 1985 by the Center of Computer & Microelectronics Industry Development (CCID) of the Ministry of Electronics Industry (MEI), the body that — in a joint venture with IDG China — publishes *PCW* and *Software World. China Computer Users*, which will be published bi-weekly, has a paid circulation of 80,000 and a controlled circulation of 15,000 and is second to *PCW* in advertising pages.

According to the China IT Ad Study, the five major PC magazines in China sold a total of 2,042 page ads last year. Tallying *PC World*'s 787 pages, *China Computer Users*' 603 pages and *Software World*'s 215.5 ad pages, IDG China's three PC magazines sold a total of 1,605.5 ad pages in 1995 to claim a 78.5% market share. The two remaining PC titles, *PC Magazine* and *PC Computing*, both published by Softbank through a licensing agreement, claimed only a 21.5% market share.

The significance of this acquisition was highlighted by IDG China Managing Director **Hugo Hsiung**, who noted that China's PC market is expected to experience a 30-35% growth in the next five years.

ON LINE

PAT MCGOVERN

IDG's chairman is this week's columnist.

Q **Who is on IDG's Board of Directors, and how are directors selected?**

A IDG's Board of Directors currently has seven members. They are: W. Walter Boyd, retired president of IDG; Stephen E. Coit, partner at Charles River Ventures, a leading venture capital investment company; Etienne Davignon, chairman of Société Générale de Belgique, the largest holding company in Belgium; Patrick J. McGovern, chairman of the board of IDG; William P. Murphy, retired chief financial officer and executive vice president of IDG; Abraham Siegel, dean emeritus and professor at the MIT Sloan School of Management; V. Orville Wright, retired vice chairman and president of MCI Communications, Inc. Board member candidates are nominated by a subcommittee of the board, elected by the shareholders of IDG, and serve annual terms. The board meets six times a year, with at least one meeting outside of the U.S.

What are the opportunities for IT publications serving vertical applications?

IDG already has a number of successful vertical application publications such as *Publish* for electronic publishing and *Tech World* in Denmark for manufacturing applications. *Computerworld* U.S. is preparing a series of special editions of its *Client/Server Journal*, which will serve health care, telecommunications and the banking fields. Also, many IDG publications prepare special reports or supplements on vertical applications that they insert in their publications, and they often give a bonus circulation to other people involved in buying products and services for that application area.

We would evaluate a publication of this type the same way we would any other new publication proposal, namely, how many people have the need for the information to be provided, how much they would be willing to pay to receive the information, what is the buying power of this audience, and how much advertising revenue would that buying power justify. As the number of active computer users will be measured in the billions within 10 years, publications serving the information needs of users of vertical applications will grow in number and importance.

IDG has successful computer reseller publications in such countries as France, Germany and Australia. Are there any plans to launch a computer reseller publication in the U.S.?

The channels of distribution for computer products will undergo considerable change in the years ahead with the emergence of electronic commerce. Electronic commerce allows the product producer and buyer to deal directly rather than through resellers, dealers or distributors. This will lead to new publication and information service opportunities for IDG. We plan to take advantage of these new opportunities in the U.S. and elsewhere.

What in your opinion are the characteristics of an effective Web site?

As an active Web surfer, I like sites that have simple but appropriate graphics, need-to-know information which is refreshed and updated on a frequent basis, a logical organization that allows one to navigate through the site easily, and well-defined links to allow ready transfers to supplementary or transaction support information. I believe a mistake that many Webmasters are making is that they put unnecessary graphics on their pages, which slows the downloading time for people using a regular telephone line connection to the Internet. Another mistake being made is that information at the site is not updated frequently enough. A good Web site should be refreshed at least once a day with new or revised information.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Chief Financial Officer Gene Gartlan?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

____

____

____

____

____

____

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

NETSCAPE WORLD

continued from page 1

level, technologically savvy, business-oriented audience." The title is geared to a fairly sophisticated readership able to take advantage of Netscape's advanced features like forms, tables and tools like Java. *NSW* will also target sales, marketing and financial managers in addition to technical professionals. It is not a consumer-oriented title.

Why the Web?

The escalating demand for information on the Internet is highlighted in data from IDC, which shows that approximately 12 million people currently have Internet access, and that by 2000, 202 million individuals will be plugged in. IDC also predicts that the Internet server market will grow to 40 times its current size over the next five years, and Netscape reports that the Netscape Navigator browser software commands a 70% market share.

"One really exciting thing about our potential audience is that the Netscape home page attracts up to 14 million hits per day," Stapleton said. "We will have banners on and links from their site, and to capture even a small percentage of their traffic will result in a large base of readers." Readers can access *NSW* at no cost, but must register by giving basic demographic information.

Netscape World will use a liberal dose of audio and video technology to bring its offerings to life. The site will include help tutorials, corporate case studies, reviews and product news. Hypertext links and electronic "sidebars" will allow readers to pinpoint the information of use to them. Extensive threaded discussion groups via the Netscape Community Server round out *Netscape World*'s offerings. Content will be updated on a weekly basis with daily updates on breaking news.

"The Web is a challenging, interesting, selective medium. For publishers, it's like finding Aladdin's lamp," Stapleton said. "To explore this medium via a print publication would be like using Aladdin's lamp to get to the bus stop quicker. It would show a real lack of imagination."

Publisher **Ed Chittenden** observed that the only sensible option for talking about Netscape technology is to use the medium for which the technology was created: the Internet.

Editorially speaking, a "webzine" allows editors to address multiple cross sections of people with the same site. An example is a feature in the first issue on the creation of the Golf Web Site. With the use of clickable electronic sidebars, *Netscape World* offers readers a choice of how they want to experience the site. For marketing professionals, there is a sidebar on how to start a small site and make it grow; another sidebar addresses the technical challenges faced by the developers of the Golf site.

> *"To explore this medium [the Web] via a print publication would be like using Aladdin's lamp to get to the bus stop quicker. It would show a real lack of imagination."*
>
> **-Lisa Stapleton**

In a print publication, this flexibility is restricted by space and by cost. With the electronic version the cost is minimal and the new format results in what Stapleton refers to as a sort of "electronic democracy."

The title will be advertising-driven with some paid areas, including Silicon Valley Radio, which will serve as a business model for additional paid areas. For $4.95/month, payable by credit card, online readers can access Silicon Valley Radio, where they can listen to interviews with the movers and shakers in the technology arena.

From both an editorial standpoint and an advertising perspective, a "webzine" allows fast and efficient targeting of readers and ways to determine readers' needs and interests while bypassing the sometimes cumbersome processes of reader surveys and annual audits. The staff of *Netscape World* is able to monitor the response of readers to a particular story or advertisement by the number of times it is accessed.

Netscape World is the first publication to be launched by IMI New Ventures, which was incorporated in August '95 and is led by President **Gordon Haight**. The company's relationship with Netscape Communications will give *Netscape World* staff access to the resources that will give the publication a leg up on the competition. There is no other publication strictly devoted to Netscape technology, and *NSW*'s current competition comes from more consumer-driven publications like *NetGuide* and *Internet World*.

A "jazzed" and committed staff

Launching a publication in four months represented a major commitment from the staff. "We've assembled an eclectic crew that's jazzed about being in on this technology," Stapleton said. "Half of our 10-member team has written code in past incarnations and all the editors have extensive backgrounds in covering business and technology. We're people who knew about the Internet before the Internet was cool."

And, in hosting the site themselves, on their premises, the staff of *Netscape World* has made a commitment to the technology that will allow them the control and flexibility to respond to readers and to breaking news. "This gives us the ability to turn on a dime when we need a story," Stapleton said. "We can have a breaking story online in a hour."

CONTACT INFORMATION

Netscape World can be accessed at http://www.netscapeworld.com

For more information on _Netscape World_ contact Ed Chittenden at tel: 415-278-1012.

For more information on the Netscape Developers Partners Conference contact Michael Sullivan at tel: 415-278-1021.

To register for the conference call 617-551-9800 or E-mail netscape@mha.com.

IDG New Job Opportunities Update
Tuesday, February 20, 1996

Data Entry Specialist (CW)
Requires a minimum of 1-2 years of experience involving entry of multiple program-related sources, typing skills of 50 wpm, as well as knowledge of DOS and Windows. Must be flexible and able to prioritize work. Proven organizational, attention to detail and time management skills a must. Position located in Framingham, MA.
Contact: Christine Chupka, christine_chupka @cw.com Phone: (508) 820-8162 Fax: (508) 879-3760

Assistant News Editor (CW)
The assistant news editor is responsible for assisting the news editor in the day-to-day management of both the weekly news cycle and a staff of local and content editing, placement and production as well as graphics, page proofing, headline writing and the Friday close of the book. Five years of technical or daily newspaper reporting/editing experience and a working knowledge of computer technology spanning desktop, network, enterprise and management areas preferred. Located in Framingham, MA.
Contact: Tish Keefe, tish_keefe@cw.com Phone: (508) 879-0700 Fax: (508) 875-8931

Information Technology Market Analyst (CW)
Responsibilities include producing and gathering data to build reports and presentations to meet client needs. The successful candidate will have strong ability to use graphics as an analytical tool to reveal, rather than decorate data. Must have excellent report writing and presentation software skills plus a working knowledge of PC, Excel, FoxPro and dBase. Familiarity with Smart Suite and MS Office as plus as well as knowledge of the IT industry. Position located in Framingham, MA.
Contact: Christine Chupka, christine_chupka @cw.com Phone: (508) 820-8162 Fax: (508) 879-3760

Vice-President, International (IDC)
The successful candidate will develop vertical market products with Global IT, Balck Book and other methodologies. In addition, will disseminate worldwide research standards, databases and methodologies and insure that IDC develops consistent worldwide data sets as required by worldwide global accounts. Requires 10-12 years of proven IT industry experience, excellent verbal and written communication skills and proven management skills. Located in Framingham, MA.
Contact: Debbie Bernardi, dbernardi@idcresearch.com Phone: (508) 935-4361 Fax: (508) 935-4610

Research Director (IDC)
IDC's Channels Research covers all aspects of the IT industry including hardware, software and communications products. The Director will be responsible for building and managing a large and profitable channels research practice to include: 1) building and managing a team of highly motivated research analysts; 2) maintaining and growing a channels research client base; and 3) increasing and managing a channels consulting practice. The ideal candidate will have 10 years + experience building and managing channels in the IT industry, possess a thorough knowledge of complex IT industry channels, be a self-starter, and be very open to team-building. Position located in Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Copy Edit Coordinator (IDG Books)
Responsible for coordinating the editing of manuscripts for grammar, spelling, and punctuation as well as for clarity, and writing level. Requires a Liberal Arts college degree in English/Journalism or related field. Experience in technical and / or book publishing preferred. Position located in Foster City, CA.
Contact: Pat Levenduski, plevenduski@idg.com Phone: (415) 655-3015 Fax: (655) 655-3206

Art Assistant (IFW)
Organized, efficient assistant needed to support busy six-person art department. Experience handling art materials and tight deadlines very helpful; familiarity with Filemaker Pro, QuarkXPress or other design-related applications a plus. 1-2 years work experience required. Located in San Mateo, CA.
Contact: Linda Schmidt Phone: (415) 312-0669 Fax: (415) 312-0668

News Editor (IFW)
This position manages day-to-day operations of InfoWorld's News Department and together with our Executive Editor directs and shapes breaking news stories. The successful candidate will have excellent management experience in computer news. She or he will be highly organized, focused, deadline-conscious and possess a demonstrated commitment to high-quality reporting. The position requires 5 or more years of publishing experience with journalism and computer industry backgrounds. Position located in San Mateo, CA.
Contact: Sara Barnes Phone: (415) 525-3464 Fax: (415) 312-0668

Notes Administrator (IPS)
IDG's International Publishing Services seeks an experienced Lotus Notes Administrator to manage and administer its multiple servers and applications, support its diverse group of users on Lotus Notes, and work with application developers on implementing new solutions. Position requires extensive knowledge of Notes and server administration, a collaborative and "hands-on" attitude, as well as the ability to work in a fast paced, deadline oriented environment. Demonstrated experience supporting a Notes environment, as well as knowledge of OS/2, TCP/IP, AppleTalk, and IPX/SPX, are required. Position located in Boston, MA.
Contact: Lori Connolly, lori_connolly@idg.com Phone: (508) 935-4791 Fax: (508) 935-4600

Associate News Editor (MAC)
The candidate for this position will be responsible for conceiving, assigning, writing, and editing news articles for the magazine. This position requires a B.S. in Journalism or equivalent business computing experience; 2 - 4 years on the job experience in computer journalism; a basic familiarity of personal computer technology, products and their applications; good analytical and journalistic skills; good editing and writing capabilities as well as project management skills. Located in San Francisco, CA.
Contact: Galen Gruman, galen_gruman@macworld.com, Phone: (415) 978-3176 Fax: (415) 442-0766

District Sales Manager (NW)
Network World has an immediate opening for a District Sales Manager. The ideal candidate will prospect and sell targeted accounts. Requires 2-3 Years selling ad space or experience with senior accounts at ad agencies. Position located in Des Plaines, IL.
Contact: Mary Cornetta Brown, mbrown@nww.com, Phone: (508) 820-7474 Fax: (508) 820-3340

Please look forward to the complete list of job opportunities across IDG on Monday, February 26

IDG WORLD UPDATE's Local Loop

FOR SALE

• **Cambridgeport, Mass. townhouse**. Near Memorial Drive and Mass Pike. Laundry, parking, storage and fenced yard. $230,000. Call dblackwell@sl.drc.com or leave message at 508-373-2358.

-Marian Blackwell, IDG News Service

• **Rossignol skis**. 205 cm, four years old. $100.

- Stephen Cervieri, IDG Corporate Support Center, 617-534-1252

• **1972 Opel GT**. German sports car, 49K original miles. In dry storage for 10 years. Runs well, needs a little work. $2,100 or best offer. Call for details.

- Walter Fox Tree, Computerworld, 508-820-8186

• **1994 Honda Civic LX**. Black/grey, 5-speed, a/c, AM/FM cassette, power windows and locks, cruise control. Under 5,000 miles. Must sell — we just had a baby, need to buy a van. $12,000.

- Karl Koessel, PC World, 415-978-3222

• **1989 Chrysler LeBaron GTC Turbo convertible**. Red with grey interior, fully loaded, brand new top. Mint condition, low mileage. $7,500 or best offer.

- Shannan Gehring, IDC, 415-962-6436

RENTALS

•**Hawaiian paradise**. Keke Leo — Enchanting three-bedroom, two-bathroom home on Kuaui's beautiful north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 70 ft. from the ocean. Special rate for IDG employees and friends.

- George Clark, Macworld, 415-978-3301
george_clark@macworld.com

• **Hilton Head, S.C., timeshare.** Two- bedroom, two-bathroom condo at the Palmetto Dunes Resort. Two-minute walk to beach and Atlantic Ocean. Tennis, golf, pool and biking on premises. Available 9/21-9/28 or 9/28-10/5. Only $575/week.

- Judy Sutter, PC World, 404-233-6593

MARRIAGES

WOLCOTT WITH THE KING

Vicky Wolcott (IDC Government) married Gary Page in Las Vegas on Jan 1. Elvis gave the bride away.

BIRTHS

Chrissy Maguire (Computerworld) and her husband, John, welcomed a daughter, Kathryn Anne, on Dec. 10, 1995. Katie weighed 6 lbs., 12 oz. and measured 20 inches long.

MOUTSOPOULOS

Val Moutsopoulos (International Publishing Services) and his wife, Dina, welcomed their first daughter, Nikoletta Irene, on Jan. 1. Nikoletta weighed 5 lbs., 6 oz. and was 18 inches long.

Reminder

If you are interested in sponsoring InfoWorld's Peter Holm in the 525-mile California AIDS Bike Ride, pledges are due by March 1. All sponsors will be entered in a drawing for a hand-knit sweater by Peter.

Send checks, payable to California AIDS Ride to Peter c/o InfoWorld at 155 Bovet Road., San Mateo, CA 94402.

For more information,
call Peter at 415-312-0553.

•CONTINUED ON BACK PAGE•

IDG WORLD UPDATE's Local Loop

Cross-Cultural Exchanges

French Students Seek U.S. Hosts

An IDG France employee's 16-year-old cousin would like to spend a month in the Boston area this summer. His name is Thomas Fauvel, he's a high-school student who speaks some English. Thomas lives just outside Paris, and his family would be happy to reciprocate by hosting an American visitor for the month of July or August. If you are interested, you may write to Thomas at: 12, rue Berthe Morisot, 78250 Mezy-sur-Seine, France. His telephone number is: +33-1-30-99-71-18.

- Cara Cunningham, IDG News Service, Paris

Could you host a French student for a month, either as an exchange student or in exchange for a stipend? A 16-year-old friend of my family, a well-behaved, balanced young man who has studied English for several years, is interested in staying with an American family, preferably with other family members in the same age range, from mid-June through mid-July this year. Florian is interested in music and journalism and would like to experience America and our English first hand. Want to exchange one of your kids in return? Florian, his mother, father and sister, live in a small town on the border between Brittany and Normandy, a few hours west of Paris. If you're interested you may send an E-mail message to: milissa@koloski.com. Thanks!

- Milissa Koloski, IDG Books Worldwide

Send your ads in by March 11 in order for them to appear in the March 18 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

Your name: ____________________

Business unit: __________ Tel: __________

Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109 fax: 617-423-0712
or E-mail: world_update@idg.com

ADVERTISING ON NETSCAPE WORLD

Targeting 12 to 15 ad banners at launch date, *Netscape World* is guaranteeing advertisers a minimum of 600,000 cumulative impressions per quarter with its Premier Ad program.

Advertising will be rotated randomly and can either be purchased in banner format in the individual sections or within the stories themselves.

In the Premier program, advertisers pay $20,000 for a spot that stays live for three months.

"Advertisers are starting to take interactive advertising more seriously," said *Netscape World* Publisher Ed Chittenden. "We're certainly pioneers on the early part of the curve within IDG. *Netscape World* online is its own product that must support itself from advertising and ultimately subscription revenue."

The primary advertising challenges are the newness of the medium and the lack of standardized audits as in a print publication.

But "webzine" advertising offers vendors a large and targeted audience and the ability to effectively monitor whether ads are influencing that audience. Comparable auditing systems will be developed and used very soon.

Stapleton and Chittenden agree that Netscape Communications is the ace in their deck. Promoting a product based on the technology of one of the hottest companies today is always an easier sell.

China Computerworld Donates To Sichuan Educational Fund

CHINA COMPUTERWORLD CELEBRATED ITS 15TH ANNIVERSARY IN 1995, AND THE *staff invited IDG Chairman* ***Pat McGovern*** *to Beijing last fall to join in several of the anniversary events. McGovern addressed an assembly of government officials from the Ministry of Electronics Industry, IDG's publishing partner, in Beijing's Great Hall of the People. After his speech, McGovern and* ***Wang Renjie*** *(2nd from right), chairman of China Computerworld, presented a check from China CW to the assistant secretary general for Sichuan Province (left). The 400,000 yuan (approximately US$50,000) will be used to buy computers for primary schools in some of Sichuan's poorest counties.*

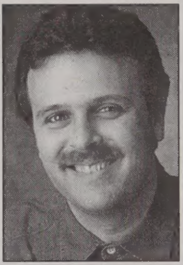
Telecom World Celebrates First Anniversary

《通讯产品世界》
创刊周年联谊会

TELECOM WORLD, PREVIOUSLY KNOWN AS TELECOM PRODUCT WORLD, MARKED ITS *first anniversary last year. The Beijing-based publication has grown fast in 12 months and now has a circulation of about 25,000 and averages 40 pages of ads each month. China's telecom market is expected to grow 45% over the next five years, fueled by the impending government deregulation of the industry. Above, IDG Chairman* ***Pat McGovern*** *and IDG Asia Director* ***Hugo Hsiung*** *(fourth from right) join Publisher* ***Liu Zhaodong*** *(fifth from right), Editor* ***Xu Haicui*** *(sixth from left) and the rest of the staff for a group photo.*

NOTEWORTHY

PROMOTIONS


BERKOWITZ

STEVEN BARATZ

IDG Books Worldwide announces three promotions. **Steve Berkowitz**, formerly executive vice president of worldwide publishing operations, has been promoted to chief operating officer and publisher. With 14 years in the publishing industry, Steve has held a number of positions and prior to joining IDG Books was VP/publisher of Henry Holt's MIS Press.

KOLOSKI

STEVEN BARATZ

Milissa Koloski, formerly senior vice president, has been promoted to executive vice president and group publisher of the newly formed Dummies, Inc. Milissa, who has been with IDG Books since its start-up days, will develop print, multimedia and online extensions of the *...For Dummies* series.

McLAUGHLIN

STEVEN BARATZ

Brenda McLaughlin, formerly publisher of IDG Books Customer Press, has been promoted to senior vice president and group publisher of IDG Books Computer Publishing Group.

"The time is right to acknowledge the key executives who are driving this company toward its ultimate goal of becoming a $250 million company in three years," said **John Kilcullen**, president and CEO, IDG Books.

DE FEMINIS

Eos de Feminis, formerly financial assistant at Macworld, has been promoted to financial analyst. A five-year IDG veteran, Eos has a BS in management from San Francisco State and is pursuing an MBA at Golden Gate University.

NEW EMPLOYEES

Computerworld adds to its roster with the addition of four new employees in the Framingham office. Previously technology editor for *Computer Sources*, **Tam Harbert** has signed on as editor, Finance and Investments. Tam has a degree in journalism from the University of Kansas and enjoys volleyball in her spare time.

Elizabeth Smith is a telemarketing representative for CW's Customer Information Division.

Dennis Caristi is a Lotus Notes developer. Dennis received a BS in public health from the University of Massachusetts/Amherst. He counts scuba diving and raising his two daughters among his favorite outside pursuits.

Melissa McCleery has been hired as a help desk technician. Most recently a Mac/PC support specialist at Summit Technologies, Melissa earned a BA in management from Worcester Polytechnic Institute. She enjoys softball and step aerobics.

Keith Huddleston joins InfoWorld as a PC support specialist. Keith worked previously as a customer engineer for Inet. An avid NASCAR fan, Keith received an associate's degree in computer electronics from the Institute of Technology in San Francisco.

John Broderick is an associate editor for the Network Solutions Team at InfoWorld's Test Center. He worked previously as a writer/editor for Zebra Interactive. John has a BA in English and Italian from Ireland's University College, Cork, and a master's degree in journalism from University College, Galway.

Ben Schroeter is a production project coordinator at IDG Books' Foster City, Calif. office. He has worked as electronic production supervisor for Addison-Wesley and as production manager for London Road Design. A graduate of Stanford University, Ben has a BA in English and German Literature and enjoys travel and music.

Gary Bush is a purchasing agent for IDG Books in Foster City. Gary worked previously as center manager for Shield Health Care Centers. He is working toward a BA in business administration and counts visual and theatrical arts, soccer and parenting among his interests.

Stephen Shore has signed on as director of market development for PC World's Online Services Group. A 16-year publishing veteran, Stephen was most recently central ad sales manager for *PC Computing*, Stephen earned a BS in photographic science and instrumentation from the Rochester Institute of Technology. A Dallas resident, Stephen enjoys tennis and rollerblading.

IDC welcomes **Elizabeth Chisholm** as a marketing specialist. Before joining IDC, Elizabeth worked in a similar capacity at Investors Bank and Trust. She has a BS in business administration from Providence College and is currently pursuing an MBA with a concentration in marketing at Bentley College.

LUFKIN

IDG WORLD UPDATE

Amy Lufkin has also joined IDC in Framingham as a library assistant. Amy worked most recently as a sales associate for Lord & Taylor department store. She has a BA in history from Hartwick College and enjoys exercise in her free time.

Renée Gotcher has joined *InfoWorld* as a copy editor. Renée has a master's degree in journalism with a focus on magazine publishing from Northwestern's Medill School of Journalism, where she served as editor of *Business Link*. Backpacking, rockclimbing and travel are among Renée's outside pursuits.

Erica Tibbetts has signed on as a data entry clerk for IDG. An Uxbridge, Mass., native, Erica devotes free time to volunteer work with the Uxbridge Police Association at the local youth center. She also enjoys darts, biking and swimming.

Gerry Desantels has joined IDG as executive assistant to VP/Technology **Bob Metcalfe**. Prior to joining IDG Gerry worked as a marketing consultant for Tom Snyder Productions. Gerry has an master's in Media Technology and a BS in journalism from Boston University.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTY-TWO YEARS
Pat McGovern - IDG

NINETEEN YEARS
Diane Martin - CIO

FOURTEEN YEARS
Arline Clements - IDC Government

THIRTEEN YEARS
Joan Daley - FCW Group
Eric Bender - PC World

NINE YEARS
Anne Armstrong - FCW Group
Mark Sullivan - IDC
Jack McDonough - Network World

EIGHT YEARS
Peggy Watt - Network World
Mary Cornetta Brown - Network World

SEVEN YEARS
Lucy Chaudhuri - IDC U.K.
Marjorie Baer - Macworld

SIX YEARS
Joanne Davies - IDG Australia
Nieves San Roman - IDG Spain
Pilar Tejero - IDG Spain
Sharon O'Brien - Computerworld
Ed Ramirez - Macworld
Randal Jackson - IDG New Zealand

FIVE YEARS
Rebecca Sykes - Int'l Publishing Svcs.
Kevin Octavio - IDG Marketing Svcs.
Christine Gibney - Network World
Bill Reinstein - Network World
Alain Jaspart - IDG France

FOUR YEARS
Wendy McClure - FCW Group
Anthony Calamaro - FCW Group
John Brillon - Computerworld
Marylo Gomez - IDG Venezuela
Mark Dalgarno - IDG New Zealand
Martin Bell - IDG New Zealand

THREE YEARS
Elana Varon - FCW Group
Arlene Braithwaite - FCW Group
Agnes Vanek - FCW Group
Diane Hacker-Ajello - IDG Central Svcs.
Marcia Newlin - Infotainment World
Michael Mutrie - Computerworld
Carol Murray - IDG New Zealand
Doug Casement - IDG New Zealand
Regina Keung - IDG Hong Kong
Rhona Hamilton - Macworld

TWO YEARS
Rob Guth - Int'l Publishing Svcs.
Elisabeth Sikorovsky - FCW Group
Frederick Kuhn - FCW Group
Joseph Pierce - IDG Newsletters
Joan Kelliher - IDG
Bill Meyer - Infotainment World
Christine Grech - Infotainment World
Sal Conigliaro - Infotainment World
Cat Peddie - Infotainment World
Henrik Ramstedt - IDG Sweden
Jonas Vestin - IDG Sweden
Lisa Nilsson - IDG Sweden
Michelle Grabon - Computerworld
Lisa Buckingham - Macworld
Sue McIntosh - IDG New Zealand

ONE YEAR
Dustee Andersen - FCW Group
Jessica Lindheimer - IDG Newsletters
Cheryl Magadieu - IDG Newsletters
Sheila Sandapen - IDG Newsletters
Serra Yurtman - IDG Turkey
Justin Smith - IDC
Philip Johnson - IDC
Mark Hobson - IDG Australia
Richard Dean - IDG
Aliza Stonehill - IDG Marketing Svcs.
Elinet Medina - IDG Latin America
Trino Ramos - IDG Latin America
Elaine Cummings - CIO
Robert Conners Jr. - IDG Books
Andrea Ferri - IDG Books
Amy Pethick - IDG Books
Liz Pabon - Macworld
Anne Simpson - IDG New Zealand

IDG NEWS SERVICE HOSTS EDITORS' DAYS AT INTEL AND COMPUTER ASSOCIATES

The IDG News Service will be hosting two Editors' Days in upcoming weeks. The first event will be held March 1 at Intel headquarters in Santa Clara, Calif. On April 5, representatives from Computer Associates will meet with IDG editors at their Islandia, N.Y. headquarters.

The Editors' Days provide IDG editors with an opportunity to meet with corporate officials, developers and programmers from IT companies across the U.S. Attendees will be able to talk directly with company officials and learn firsthand about new announcements and corporate strategy.

Anyone with questions or interested in registering for either event may contact News Service Editorial Assistant Scott Magoon via telephone at: 617-423-1308 or via E-mail: scott_magoon@idg.com.

DARTMOUTH SOPHOMORE SEEKS POSITION IN EUROPE

A Dartmouth College student who is completing a semester abroad is interested in temporary work as an aupair, clerk, or at other odd jobs anywhere in Europe — mid-April to mid-June.

Jennifer Tetler can be reached at Chez Jacquie, 37, Ruedes Bruyeres, 69160, Tassin, France, tel: +33-78-34-03-28.

For more information contact Pam Valentinas at Network World, tel: 508-820-7454.

????? ITRIVIA ?????

And the winner is...

The following are the answers to the ITrivia contest that appeared in the Jan. 1 issue of *IDG World Update*. The questions were based on IDG events occuring in 1995. Thanks to all the IDG employees from around the world who sent in answers.

Norberto Gaona

Norberto, an employee of IDG Communications Mexico, was selected as the ITrivia winner via a random drawing of all correct entries. Norberto wins an official IDG windbreaker.

Congratulations from the staff of *IDG World Update!*

1) What IDG business unit launched *Net* magazine, and what is the publication's tagline? ***IDG Netherlands, "practical guide to life online"***

2) How many clients attended the fourth annual IDG Global Summit in Scottsdale, Ariz.? ***160***

3) In what country did IDC establish its first independent Latin American subsidiary? ***Brazil***

4) What was the event organized by Computerwoche Verlag in Stuttgart, Germany? ***Virtual Reality World***

5) What gaming title did IDG's Athens-based licensee Delta Graph sign an agreement for? ***GamePro Greece***

6) What IDG licensee organized Computer EXPO'95/Spring in Kiev? ***Computers & Software***

7) What business unit marked its fifth anniversary with a "Super Dummies" campaign? ***IDG Books Worldwide***

8) What high-visibility method did IDG's Romanian licensee use to advertise its publications? ***buses***

9) When *PC World* launched in Belarus, what was its initial circulation? ***10,000***

10) What IDG business unit launched the Electronic Entertainment Expo? ***Infotainment World***

11) What was the name of the conference produced by IDG and IDC France for senior execs and IS professionals? ***On-Line World***

12) What is IDG Spain's newest title, targeting the distributor channel? ***Dealer World***

13) What is the name of CIO's supplement devoted to conducting business on the WWW? ***WebMaster***

14) What is the name of the *Macworld Netherlands* editor-in-chief who participated in the Global Fellowship Program? ***Oscar Kneppers***

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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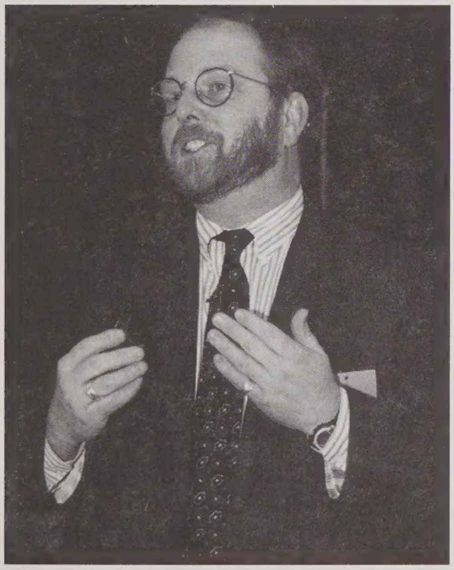
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IMS/Europe Seminar Emphasizes Company's Global IT Expertise

IDC speakers shed light on fast-growing markets in Eastern Europe, Middle East and Africa



KIM MYHRE, VICE PRESIDENT/CONSULTING *and marketing services for IMS/Europe, gives an overview of the global IT market.*

DOUG McLEOD, IDC DIRECTOR, MIDDLE *East and Africa, discusses his area of expertise during one of the presentations.*

IDG Marketing Services/Europe (IMS/Europe) hosted the first in a series of seminars designed to promote IDG to customers by showcasing the company's global IT expertise. "Emerging IT Markets in Eastern Europe, Middle East and Africa" attracted approximately 100 representatives — including business, marketing, and sales managers and advertising specialists — from the IT and media industries. Held last month in London, the one-day event featured five years worth of IDC research on these regions.

"The aim of these seminars is to educate our customers and offer them the opportunity to explore new markets," said **Jeff Meers**, president of IMS/Europe. "As the leading publisher and research company in the region, we can provide the data and insight needed to understand the rapid change affecting

•CONTINUED PAGE 6•

JavaWorld Signs 4,000 Subscribers Before Going Live

When *JavaWorld*, the first Web-based publication to serve the growing base of Java users, went live Feb. 15, 4,000 subscribers had already signed on to receive the monthly — a number made even more significant considering the staff started work on the publication just over six weeks ago.

JavaWorld

In its first 24 hours, with only limited publicity, *JavaWorld*, published by Web Publishing, Inc. in San Francisco, had served up 30,000 pages — another tipoff that the new launch had tapped into a vein of intense reader interest.

The "webzine" caters to a two-tiered audience of developers and managers/CIOs using Java®, an object-oriented programming language developed by Sun Microsystems with features especially suitable for cross-platform, distributed computing via the World Wide Web.

For developers, *JavaWorld* will explore technology and techniques; for managers and CIOs, it will examine how implementing Java can influence business practices and lead to entreprenuerial opportunities.

•CONTINUED PAGE 4•

Planning Groups Seek Volunteers

After a one-year hiatus, IDG is reinstituting its annual Future Environment Planning Groups designed to analyze the challenges and opportunities IDG will experience during the coming years.

The groups' reports will be important contributions to IDG's database of information and will be made available to IDG business units worldwide as they enter the planning cycle for the next fiscal year. Volunteers are needed to assist in collecting, compiling and analyzing information on the following topics:

•**Changing Patterns in the Evaluation, Acquisition, Management and Use of Enterprise Information Systems**. Chair: **David Vellante**, IDC senior vice president/Systems, Storage and Software, telephone: 508-872-8200; E-mail: dvellante@idcresearch.com.

•**Changing Patterns in the Home and Home Office Market for the Acquisition and Use of Information Technology**.

Chair: **David Ludlum**, IDC/LINK director of Business Multimedia Interactive Services Program, telephone: 212-726-0900; E-mail: dludlum@idcresearch.com.

•**Changing Patterns and Priorities among IDG's Top Global Customers. How Will High-Tech Marketing Change and How Will IDG be Affected?**

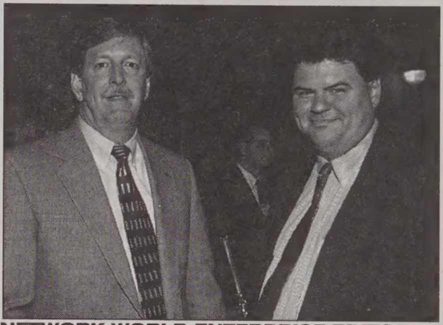
Chair: **Laurie Morgan**, IDG Marketing Services/U.S vice president of operations, telephone: 415-676-3016; E-mail: laurie_morgan@idg.com.

"These reports will, we hope, contain the kind of background information that will provide context for overall market trends that will affect each of our business units in the coming years," noted IDG President **Kelly Conlin**.

Each group will consist of approximately 10 members, and all IDG employees worldwide are eligible to participate. Anyone who is interested in volunteering is asked to contact the appropriate chair by March 15. Reports will be due by May 1.

Computerworld, *Network World* Present Awards at ComNet '96

CW PRESIDENT GARY BEACH PRESENTS *a New Product Achievement Award to a representative of AT&T Global Business Communications Systems, whose Multimedia Communications eXchange was honored for Most Innovative Product.*



NETWORK WORLD ENTERPRISE EDITOR ***Charlie Bruno*** *(right), and Bruce Woodlan of Panhandle Eastern Pipeline, representing one of the two winning firms, break for a quick pose at Network World's User Excellence Awards ceremony.*

The industry's leading global enterprise network conference and exposition opened its doors for the 18th consecutive year Jan. 29-Feb. 1 in Washington, D.C. A record number of attendees — 45,108 — flocked to ComNet '96 to learn about the newest products representing the next generation of networking and internetworking technologies, ATM, remote access, videoconferencing, World Wide Web, multimedia and Internet security.

Keynote speakers included Eric Schmidt, CTO of Sun Microsystems; Nicholas Negroponte, founder and director of MIT's Media Laboratory; and James Barkesdale, president and CEO of Netscape.

As ComNet's flagship sponsor (*Computerworld* and *Federal Computer Week* also served as show sponsors), *Network World*'s banner was everywhere. Just before Barkesdale's keynote address, *NW* issued its 11th annual User Excellence Awards, which honor firms for innovative applications of enterprise voice and data networks in support of their business strategies. On the show floor, *Network World* sponsored "LiveNet," the show's virtual corporate computing model. Through "LiveNet," Enterprise Editor **Charlie Bruno** conducted a tutorial on advanced enterprise networking strategies.

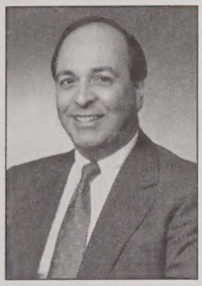
At the *Network World* booth, staff members demonstrated the array of NetDraw software products that aid in diagramming and documenting enterprise networks. Attendees could also check out the online site Network World Fusion.

Winners of the fifth annual ComNet New Product Achievement Award Competition, sponsored by *Computerworld*, were announced at an evening awards ceremony hosted by CW President **Gary Beach**. The awards recognize the best new products, enhancements and/or upgrades making their debut at ComNet. This year's competition attracted a record number of entries, which were evaluated prior to ComNet by a pre-show judging panel, which selected three products in each of nine categories.

At the show, attendees viewed the new product finalists in the Award Showcase located in the main lobby of the Washington Convention Center and voted electronically for one winner per category plus the grand prize winner. Honorees included: Network Services Inc., Visual Networks Inc., U.S. Robotics, Teleport Communications Group, AT&T Global Business Communications System, MCI Communications, Teleos Communications, FTP Software, Hughes Network Systems and AT&T Global Business Communications System.

ComNet is owned by IDG and produced by IDG/MHA Event Management.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q How do you divide your time between your U.S. and non-U.S. responsibilities?

A As a truly global company, IDG does not make the distinction between its business units. Each of the business units around the world is autonomous and reports directly on its activities, monthly, to the Executive Committee. Each member of the Executive Committee takes responsibility for a number of business units. In one sense, they are the advocates of that business unit. As chief operating officer, though, I find myself involved regularly with all the business units on different issues. The goal of my office continues to be 24-hour response to all business units worldwide. I have found during the past year that the issues that come to me from the various business units have great similarities, irrespective of their country of origin.

In the midst of your busy schedule, how do you find time for personal development and growth? What kinds of things do you get involved in?

Unfortunately, the travel schedule that I keep allows for very little "personal development" time. During the past year, most of my personal development has come from the business units that I have worked with, particularly outside of the U.S. I continue to be impressed with the creativity and "great ideas" that I am exposed to as I meet the wonderful individuals that work at IDG. I do manage to read extensively and continue to look for "best practices" that might be applicable to one of the IDG businesses.

What do you see as your three biggest corporate challenges in 1996?

First, I would like to see IDG achieve its business plan for 1996. This will ensure that we have a healthy company for the future, to the benefit of all IDG employees. We have an ambitious goal, but with each business unit working to achieve the best result I am certain that as a company we will produce a new record.

At the same time, I know that we must continue to innovate and to develop the products that will represent our future. I personally love the energy of start-ups, and I hope that a future "core brand" will emerge from the many initiatives that we have started in FY96.

Finally, I want to see us continue to develop our human resources at IDG. We have expanded many of our training opportunities on a global basis and I am certain that this investment will yield dividends in the future. I hope that will help us to continue to attract the "best and the brightest" to IDG!

I've read in *IDG World Update* that IDG publishes a regional *PC World* edition in Latin America. Does this reflect a departure from IDG's historical strategy of producing local editions in each country where we publish?

PC World Latin America also has local editorial content, as well as ads from local advertisers. This publication grew out of a unique need in this rapidly developing IT market, for a regional edition. The model continues to evolve and the team in Miami is working with our business units and licensees to ensure the success of this project. I know that we will have to make some changes, but it has had excellent market acceptance for a new launch.

How does IDG's market share compare to that of its competitors in the U.S. market? What is the trend?

We track market share across all the major markets we compete in around the globe. As we look around the world, we find that we have different competitors in each market. Our major U.S. competitors, Ziff-Davis and CMP, do not compete with us in most of the major markets outside of the U.S. When we look at our global market share, it is clear that we are the leading information provider on the IT industry worldwide and our global ad pages reflect our leadership position. During the last quarter of the calendar year, in the U.S., we chose not to offer a deep discounted "Windows 95 package" similar to the Ziff-Davis offer. This offer allowed Ziff-Davis to increase their ad page market share, but we estimate that they ran these pages at no profit and actually had the market questioning the real value of their flagship, *PC Magazine*. For the full year, IDG publications increased in overall market share in the U.S. The major losers were Cahners and McGraw-Hill.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

JAVAWORLD

continued from page 1

Web Publishing, Inc. was established last May with a charter to "explore online publishing opportunities including Web-based magazines aimed at technical niche markets," said President and Publisher **Michael McCarthy**.

SunWorld Online, the company's first venture and IDG's first electronic-only title, currently has 26,000 registered subscribers and attracts an average of 50,000 readers generating 200,000 file accesses per month — figures that are growing at a rate of 20% per month.

"Our experience with *SunWorld Online* demonstrated the excitement that's been building about Java," Editor-in-Chief **Michael O'Connell** said. "Since the first issue last July, in which we told about Java's evolution, we've noticed a strong correlation between the degree of a story's focus on Java and high hit counts."

O'Connell noted that although Java was developed by Sun, it is not a Sun-only technology, and therefore has a larger potential readership than *SunWorld*, which focuses on Unix professionals. "Java is a broadly supported language that's been endorsed by many companies, including Microsoft, IBM, HP, Digital, Borland and Symantec," O'Connell said.

(LEFT TO RIGHT): JAVAWORLD'S CARL STROLLE, DAVID BURNETTE AND *Michael O'Connell* *worked 24 hours straight the day before the publication went live at http://www.javaworld.com.*

JavaWorld's many offerings include tutorials for Java users of all levels, profiles of companies using Java, news, code samples and demo applets — small programs that download from a Web page and run inside a Web browser.

IDG Japan launches *JavaWorld* supplement. - see page 7

Registration is done via a form readers fill out in their Web browsers. *JavaWorld* is a controlled-circulation webzine supported by ad sales. Access is not restricted to subscribers, yet more than 4,000 people who visited the placeholder page at the magazine's Web location before launch registered as subscribers and another 2,000 signed on in the first five days of publication.

The incentive for subscribers is the opportunity to receive E-mail alerts and updates about the content being added to *JavaWorld.* As with *SunWorld Online*, *JavaWorld*'s content is updated on a monthly basis with mid-issue updates, weekly additions to the New Products section and event-driven updates as needed.

Although *JavaWorld* is the only Web-based title of its kind, other Java print-based publications have been announced such as the bi-monthly *Java Report,* which will be launched by SIGS Publications next month. Java-related Web sites like Earthweb's Gamelan and Digital Espresso also sell advertising, resulting in added competition. O'Connell says that the partnerships *JavaWorld* has formed and continues to cultivate will set the title apart.

"JARS, the Java Applet Rating Service, is creating a regular custom rating chart for us, and the Digital Espresso site, which summarizes the thousands of Java newsgroup postings each week, has created a digest of digests for *JavaWorld*," O'Connell said.

In addition, the Sun Java home page (http://java.sun.com), which attracts more than one million hits per day, offers a logo link to *JavaWorld*, as does *JavaWorld* co-host PC World Online.

JavaWorld is based on the philosophy that to fully explore the tool, one must use the medium for which it was created. "Our magazine focuses on Java, a technology that cannot be fully appreciated on paper any more than a Shakespeare play or Steven Spielberg film can," O'Connell said. "By delivering our magazine online, we'll be able to take advantage of Java — not only as a subject of discussion, but as a means of expression."

According to McCarthy, another plus of a Web-based publication is cost savings. He cites *SunWorld Online* as an example: in the first seven months of publication, editorial and production costs have been about one-third those of *Advanced Systems (*formerly *SunWorld* magazine), which ceased publication in May 1995. At the same time the staff is able to produce close to 50% more copy.

McCarthy does add that advertising sales in Web publishing is more costly given the complex sales cycle and the shortage of experienced Web sales people.

Essentially the same team that publishes *SunWorld Online* is responsible for *JavaWorld.* **Colette McMullen** oversees ad sales; **Carl Strolle** handles design and production; **David Burnette** acts as editor, system administrator and Webmaster; and **Barbara McDonald** is the business manager. O'Connell has relinquished his *SunWorld* responsibilities and **Mark Cappel** serves as the editor-in-chief of *SW Online.*

McCarthy said that the team, especially Burnette, O'Connell and Strolle, put in long hours "including weekends and — on the eve of the launch — an all-nighter, resulting in a product with the unbeatable combination of quality editorial and speed to market," he said.

JavaWorld can be accessed at http://www.javaworld.com and via PC World Online at http://www.pcworld.com. For more information contact JavaWorld Editor-in-Chief Michael O'Connell at michael.oconnell@ javaworld.com.

IDG Job Opportunities Update
Monday, February 26, 1996

Associate Editor, Management (CW)
The selected candidate will have a strong production background, content and copy editing skills, an eye for art and layout, and the ability to generate ideas. Requires three years of experience in a weekly or IT business newspaper. Located in Framingham, MA.
Contact: Susan Perry, susan_perry@cw.com Phone: (508) 820-8160 Fax: (508) 879-3760

District Sales Manager (CW)
Computerworld has a newly-created opportunity for an experienced, creative, and highly motivated sales professional to sell multiple CW products to major accounts and agencies. Candidates should possess a minimum of five years of relevant sales experience within high tech, a strong knowledge of our customer's business, and be PC proficient. Located in Waltham, MA.
Contact: Sherry Driscoll, sherry_driscoll@cw.com Phone: (508) 879-0070 Fax: (508) 879-3760

Associate Analyst, IRS/CIA (IDC)
The Associate Analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Responsibilities include client management, inquiry support, custom project management (client-driven & program specific). Responsible for developing knowledge of IDC products and all segments of the IT industry. Located in Framingham, MA.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Associate Credit Analyst (IDG)
The Associate Credit Analyst will check bank references, contact companies to verify or clarify credit application information, and generate Dun & Bradstreet and trade reports as needed. In addition, special projects will be required as needed. The ideal candidate will have several years of business experience and an interest in the field of credit. Located in Framingham, MA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Acquisitions Editor (IDG Books)
The Acquisitions Editor will have editorial responsibility for the relevant product in relation to the identification and research of market needs, acquisition of product and implementation of strategies. Located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5222 Fax: (317) 596-5240

Copy Writer, CPG (IDG Books)
Create all copy and make copy changes for book covers, trade catalogs and all printed and on-line CPG promotions. Must have 2 years of experience in copy writing for book covers (computer books or trade), catalogs and other promotion pieces. Experience in writing press releases a plus. Familiarity with Word and QuarkXpress also a plus. Located in Foster City, CA.
Contact: Pat Levenduski, plevenduski@idg.com Phone: (415) 655-3015 Fax: (415) 655-3206

Lead Proofreader (IDG Books)
The lead proofreader will proof composite pages for spelling, grammar and style issues, work with other internal proofreaders to accommodate work flow and provide administrative support as needed. Requires a degree in English or Journalism with knowledge of layout, book publishing, PageMaker, FileMaker Pro, Word and Excel. Located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5222 Fax: (317) 596-5240

Royalty Accountant (IDG Books)
Requires a minimum of 3 years of accounting experience with strong analytical, communication, proofreading, and PC skills, (experience with spreadsheets, word processing and databases). Familiarity with contracts, author royalties and subsidiary rights a plus. Located in Foster City, CA.
Contact: Pat Levenduski, plevenduski@idg.com Phone: (415) 655-3015 Fax: (415) 655-3206

Training Manager (IDG Books)
The Training Manager will analyze, develop and present corporate training programs to ensure appropriate skill development for all employees, with an emphasis on management training and development. Requires a BA in Psychology, Education or related field (advanced degree preferred), 7 years of solid training experience and strong computer skills (proficiency in Word and Excel). Graphics experience a plus. Located in Foster City, CA.
Contact: Pat Levenduski, plevenduski@idg.com Phone: (415) 655-3015 Fax: (415) 655-3206

Graphics Technician (IDG Books)
The Graphics Technician will prepare and scan graphics for page layout placement and create icons according to series specifications and editorial guidance. He/she will also assist in preparing text for page layout. Requires Macintosh proficiency in QuarkXpress, PageMaker, Photoshop, Freehand and Illustrator. Located in Indianapolis, IN.
Contact: Jamie Maroney Phone: (317) 596-5222 Fax: (317) 596-5240

Editorial Assistant, Reviews (PCW)
Primary responsibilities include ordering products, assisting with research, planning for PC World's popular Top 20 and Top 10 reviews, assisting with other editorial projects as necessary, and supervising pricing for the Top 20 reviews. The editorial assistant will have the opportunity to work assigned beats and write and edit hardware and software reviews as schedule permits. Requires strong editorial skills, a BA in English/Journalism or equivalent experience, proven ability to manage projects/meet deadlines and excellent written and verbal communication skills. Magazine writing and editing experience a plus. Located in San Francisco, CA.
Contact: Carla Thornton, carla_thornton@pcworld.com Phone: (415) 974-7475 Fax: (415) 974-7316

Company	Job Title	Location	Contact	Phone Number	Fax Number
IDG/Newslette	Administrative Office Assistant	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newslette	Customer Service Manager	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newslette	Product Marketing Specialist	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Rsch	Research Assistant, PT	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
IDG/Rsch	Research Account Manager	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
IFTW	Gaming Editor, PC Entertainment	San Mateo, CA	F. Paul	P: (415)286-2550	F: (415)349-5279
IFTW	Publisher, PCE	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279
IFTW	Marketing Coordinator, Expos & Events	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Western Regional Manager, GamePro	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFW	Executive Assistant	San Mateo, CA	S.Moore	P: (415) 312-0631	F: (415) 312-0668
IFW	Reviews and Testing Assistant	Foster City, CA	S.Moore	P: (415) 312-0631	F: (415) 312-0668
IFW	Art Assistant	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Assoc. Editor, (2) Multimedia/Documentat	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	News Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Reviews Editor	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Marketing Coordinator	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Production Specialist	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Analyst, Enterprise and Apps. Dev Team	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Ad Sales Manager, IFW Electric	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Business Development Specialist	San Mateo, CA	E. Aronowitz	P: (415)312-0673	F: (415)312-0558
IFW	Network Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Reviews Analyst, (3)	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	WebMaster	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IMI NV	Administrative Assistant, Mktg/Sales	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
PS	IS Assistant	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IPS	Notes Administrator	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IVI	Research Director	Falls Church, VA	M. Koethe	P: (508)935-4531	F: (508)935-4600
MAC	Administrative Assistant	San Francisco, CA	M. Chow	P: (415)978-3272	F: (415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Associate News Editor	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Technical Analyst	San Francisco, CA	L. Black	P: (415)978-3144	F: (415)442-0766
NW	Graphic Designer	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	Copy Chief	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	District Sales Manager	Des Plaines, IL	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
NW	Eastern Regional Sales Manager	Framingham, MA	M. Cornetta Brow	P: (508)820-7474	F: (508)820-3340
PCW	Sr. Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	Editorial Assistant, Reviews	San Francisco, CA	C.Thornton	P: (415)974-7475	F: (415)974-7316
PCW	Editorial Liaison	San Francisco, CA	H. Martin-Mayer	P: (415)978-3302	F: (415)442-1891
PCW	Senior News Writer	San Francisco, CA	A. Reinhardt	P: (415)978-3195	F: (415)974-7316
PCW	Advertising Director for Market Dev.	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW/MMW	Administrative Assistant	San Francisco, CA	P. Stangel	P: (415)974-7387	F: (415)974-7316

IDG Briefing Sessions Keep Employees Current

In the best tradition of leveraging in-house expertise to strengthen the company's No. 1 resource, the IDC/IDG Market Intelligence Briefing Sessions attracted crowds on both coasts last month.

Organized by VP of Human Resources **Martha Stephens** and IDC Group VP of Sales **Don Best**, the day-long briefing is intended to help employees gain insight into current IT market trends and vendor strategies and learn how to use the information to their advantage. Primarily targeted at sales, marketing and research professionals, the seminar nevertheless attracted an even broader audience including employees from editorial and various corporate support services backgrounds.

In addition to providing attendees with market and competitor intelligence to help them better serve their clients, the briefing also provided a great opportunity for participants to network with colleagues across IDG as well as with IDC analysts, noted Stephens.

Feedback from attendees was generally extremely positive with comments such as "great overview," "very useful, need this more often," and "I came away with a much better grasp on the overall industry," showing up frequently on the evaluation forms. If the program had a weakness, according to attendees, it was that there was too much information to digest in the one-day format. A number of attendees advocated spreading the program over two days. Stephens said her group is evaluating the idea.

AMONG THOSE ATTENDING THE EAST *Coast Market Intelligence Briefing Session were (left to right): CIO's **John Whitmarsh**, Network World's **Evilee Thibeault**, and Computerworld's **Dave Peterson** and **John Watts**.*

BERNIE THEOBALD OF IDG MARKETING *Services shares opening observations about how IDC's powerful resources can be leveraged and integrated into proactive marketing partnerships with various IDG publications and their customers.*

SPEAKING AT THE WEST COAST BRIEFING *Session were IDC's **Tony Picardi, Don Best** and **Randy Perry**.*

BRIEFING SESSIONS AVAILABLE ON VIDEOTAPE

The IDG IT Market Intelligence Briefing Sessions focused on the strategies of key vendors competing in the enterprise and desktop markets. For employees who were unable to attend the briefing, videotapes of the program are available from Liz McGill in Corporate Human Resources at 508-935-4514. Copies of the handout materials are available from the heads of sales of each IDG company.

Leveraging IDC for Competitive Advantage: MSD/IDC Case Study
(Don Best, IDC Group VP of Sales; Bernie Theobald, VP of National Accounts, IDG Marketing Services)

Market Intelligence Briefing: Focus on the Enterprise
(Ted Julian, editor, *The Gray Sheet*)
- Systems: PCs, servers, storage, medium and large
  (Gene Lee, manager; Susan Frankle, manager)
- Software: tools, database, applications
  (Tony Picardi, VP, Software Research)
- Networks: LANs, WANs, services, equipment
  (Randy Perry, director, Consulting; Rick Villars, director, Network Software Research)

Market Intelligence Briefing: Focus on the Desktop
- Hardware: PCs, notebooks, printers, PDAs
  (Eric Lewis, manager; Bruce Stephen, vice president)
- Software: applications, OS
  (David Card, director, Operating Systems; Mary Conti Loffredo, manager, Business Productivity, Suites, Consumer)

The Internet - Opportunities for IT Vendors
(Ted Julian)

New Technologies Roundtable Discussion

NOTEWORTHY

NEW EMPLOYEES

Molly Higgins has joined IDG's Human Resources Service Division in Framingham as a human resources assistant. Molly spent two years working as a part-time intern in benefits consulting with William Mercer, and also spent several summers working at Kemper Masterson as an HR clerk. For six months prior to joining IDG, Molly worked for Deloitte & Touche as an associate consultant specializing in compensation analysis. Molly has a BS in urban studies from the University of Pennsylvania.

Infotainment World in San Mateo, Calif., welcomes a host of new employees. **Therese Merrell** has signed on as director of expositions and events. Terry was most recently vice president/general manager of Object World Events. She has a degree in business management from Fullerton College and enjoys exercise, music and reading.

Previously operations manager at Roscoe Cottrell, **Mary Alison Berry** is an events coordinator. Mary Alison graduated from Fitchburg State College with a BA in English and lists international travel as her favorite outside interest.

Brian Murphy has also joined the expos and events group as an account executive. Brian worked most recently as an account executive for UPS. He has a BA in economics and government from St. Mary's College and a certificate in the economics of European integration from the London School of Economics. Outside the office Brian coaches youth baseball and plays semi-pro baseball.

Pamela Yoon, currently pursuing a degree in journalism at San Francisco State University, is an intern at IFTW. Pamela's primary responsibility will be fact checking content for *PC Entertainment*. She enjoys reading and playing tennis.

ORIEL

IDG WORLD UPDATE

Barbara Oriel is a desktop publisher for IDC's publications group in Framingham. Since 1990 she's done freelance page production for elementary, secondary and undergraduate textbooks. Barbara has an associate's degree in graphic design from Lasell Junior College and a BS in elementary education from Boston University. An experienced globetrotter with a wide range of other interests, Barbara is looking for someone to travel with to the Galápagos Islands, Tierra del Fuego and Antarctica.

HiParis Burstyn joins IDC/LINK in Framingham as director of telecommunications consulting. Previously a management consultant for A.T. Kearney, Inc./EDS Management Consulting Services, Paris has a BA in molecular, cellular and developmental biology from the University of Colorado, an MS in microbiology from Rutgers University and an MS in journalism from Boston University. He enjoys travel, music and art.

Phyllis Beaty has joined IDG Books in Foster City, Calif., as a production project coordinator. Previously a senior production specialist at Ligature, Inc., Phyllis has 15 years of experience in book making. She enjoys live music, films, museums, exploring fine restaurants and reading.

Maria Bibbs is an executive assistant in Foster City. Previously an executive assistant at an executive search firm, Maria enjoys singing jazz and massage therapy.

IMS/EUROPE

continued from page 1

these markets and the opportunities that exist. Investment in these emerging markets will mean increased revenue for the IDG organization."

The Eastern Europe, Middle East and African markets represent some of the best short- and long-term growth potential of any geographic markets worldwide, according to IDC. Key areas focused on during the seminar included:

- What is driving these markets?
- Which companies are strongest in the region and how are they organized?
- Market growth rates.
- User spending patterns.
- Which countries are growing and why?

Kim Myhre, VP/consulting and marketing services at IMS, opened the seminar with an overview of the global IT market. Keynote speakers **Doug McLeod**, IDC director of Middle East and Africa, and **Steven Frantzen**, IDC director East/East Central Europe, each covered their respective markets, trends and opportunities in detail. **Paul Shalet**, IMS/Europe director of international sales, U.K., wrapped up the session with a presentation on IDG's publishing investment in these emerging markets.

For more information, contact Jeff Meers, IDG Marketing Services, 18 Church Street, Staines, England; Tel: +44-1784-210-210; fax: +44-1784-210-200; E-mail: jeff_meers@idg.com.

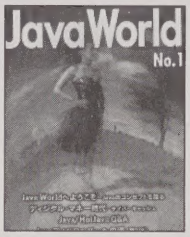
U.S. EDITORS MEETING PLANNED FOR JULY

The next IDG U.S. Editors Meeting is tentatively scheduled for July 14-16 at the Boston Harbor Hotel in downtown Boston.

More specific details on the agenda will be sent to all IDG U.S. publications within the next two weeks.

If you have any questions or concerns regarding the meeting, please contact *Network World* Editor-in-Chief John Gallant at jgallant@nww.com or tel: 508-875-6400, ext. 426.

IDG JAPAN LAUNCHES JAVAWORLD SUPPLEMENT



IDG Japan has begun to capitalize on the demand for Java-related material. The February issue of *SunWorld Japan* featuring a Java spread sold out, and publishers had to go back on press for 3,000 additional copies of the magazine, which sells for US$12 an issue. Beginning with the March issue of *SunWorld*, IDG Japan plans to run monthly *JavaWorld* supplements.

"Sun-developed Java is the hottest product in the industry now, and as the Sun-specific publication, we thought *SunWorld* magazine should play a key role in educating the market about the future of network computing," said Kozo Hiramatsu, president of IDG Japan.

After just one week on the newsstands, the March issue with the inaugural *JavaWorld* supplement reached a 70% sell-through. The supplement is produced by Editor-in-Chief Kazuhiko Kajihara and his team. Hiramatsu says that if the demand from readers and advertisers justifies a stand-alone Java publication, the staff will consider one.

IDC OPENS FLORIDA OFFICE

IDC has opened an office in the Miami area to keep close to customers interested in Latin American research. Manager of Regional Consulting and Operations Eric Prothero (ext. 222) and Senior Analyst John-Marc Clark (ext. 223) are the first two staff members on board. The address is:

IDC Latin America
800 Douglas Road
La Puerta del Sol Bldg.
Suite 240
Coral Gables, FL 33134

Tel: 305-445-0955
Fax: 305-445-0956

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Darlene Sweeney - ActiveMedia

FOURTEEN YEARS
Paco Zabala - IDG Spain
Maryann McAuley - IDG Research Svcs.

TWELVE YEARS
Susanne Schulze - IDG Germany

TEN YEARS
Deb Goldstein - IDG List Services
Dale Strang - ActiveMedia

NINE YEARS
Jane Lagas - Macworld

EIGHT YEARS
Liana Tatka - IDG Switzerland

SEVEN YEARS
Gina Steinmann - IDG Switzerland
Elfi Kuenzel - IDG Switzerland
Ursula Istavrinos - IDG Germany

SIX YEARS
Scott Danish - PC World
Cheryl Davis - CIO
Péter Kincses - IDG Hungary
Kirsten Bæk - IDG Denmark
Thomas Wilms - IDG Germany
Patricia Smith - Int'l Publishing Services

FIVE YEARS
Dalia Schwartz - Macworld
Agnes Karácsony - IDG Hungary
Leslie Gibby - IDC Government
Russell Glitman - Multimedia World
Berit Ellegaard - IDG Denmark
Reinhard Prasse - IDG Germany
Monika Schalwat - IDG Germany
Shohei Nishida - IDG Japan

FOUR YEARS
Allen Grome - IDG
Bob Metcalfe - IDG
Jim Casella - IDG
Stefan Betschon - IDG Switzerland
Stephanie Fleckenstein -IDG Switzerland
Joe Brandon - PC World
Frances Whalen - IDG Research Svcs.
Per Söderström - IDG Sweden
Stefan Sundin - IDG Sweden
Elga Legranzini - IDG Italy
Jack Wang - IDG Taiwan
Erivelton Oliveira - IDG Brazil

THREE YEARS
Susan Marrone - IDG
Carrie Hurley - CD Solutions
Jacqueline Migell - IDG Newsletters
Jocke Sahlström - IDG Sweden
Marie Karlsson - IDG Sweden
Carlos Perez - IDG Spain
Sandra Helena Damas - IDG Brazil
Christa Berger - IDG Germany
Rika Yoshino - IDG Japan

TWO YEARS
Pavadee Kananurak - IDC Thailand
K.W. Kan - IDG Hong Kong
Andy Cummings - IDG Books
Susanne Wessel - IDG Denmark
Emmanuel Alexandre - IDG France
Frédérique Doucet - IDC France
Stanley Lee - IDC Singapore

ONE YEAR
Liz McGill - IDG
Allen Furst - IDG Marketing Services
Kim Giovanni - IDG
Terrence Bailey - IDG
Martin Meyer - IDG Switzerland
Tawatchai Samartkul - IDC Thailand
Jessica Leonard - IDG Newsletters
Cathy Mankovitch - IDG Books
Michelle Brock - IDG Books
John Osborn - IDG Books
Theresa Lonergan - IDG Books
Kenji Muto - IDC Japan
Katsuo Hori - IDC Japan
Mayumi Matsuki - IDC Japan
Heidi Carson - ActiveMedia

CELEBRATING 10+

Marilena Gonçalves Maia

HOME: Rio de Janiero, Brazil

JOINED IDG: June 1980 as a secretary.

CURRENT TITLE: Circulation manager, IDG Brazil.

MOST CHALLENGING PART OF YOUR JOB: Reaching our goals in selling subscriptions.

LATEST ACCOMPLISHMENT: Showing everyone that I am capable of managing the circulation department.

BEST PART OF YOUR JOB: The daily opportunities to grow, learn, make mistakes...

MOST MEMORABLE THING THAT'S HAPPENED TO YOU AT WORK? The most recent memorable event was when a furious subscriber telephoned us and warned that it was useless to try to calm him down. After a few minutes on the phone he did calm down, and the next day he sent flowers to the department.

JOINED IDG: Because I was offered a good salary.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Tell me they want to sign up for two subscriptions!

INTERESTS OUTSIDE THE OFFICE: Taking care of my family.

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE? Managing to balance my professional life with my family life.

IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE *share a celebratory evening with IDG Brazil's Circulation Manager* ***Marilena Gonçalves Maia*** *in Rio de Janiero.*

FANTASY JOB: To run a daycare center.

DREAM: To be able to work for 10 more years and learn with the new generation that is now entering IDG.

SIX PEOPLE YOU'D INVITE TO A DINNER PARTY? Maia (my husband); Diego and Renata (my children); Chico Buarque (a famous Brazilian composer and singer); Yara Nino (a friend) and Nilcimar (an IDG colleague).

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? My Bible.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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March 4, 1996

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Extends *PCW* Line to U.K.

Last week's acquisition of top-selling *PC Advisor* bolsters company's position in strategically important U.K. market

IDG last week announced the acquisition of the fastest-growing U.K. computer publication, *PC Advisor*. This acquisition is part of IDG's continuing strategy to have market-leading titles in every market in the world.

Launched successfully last September, *PC Advisor*'s circulation for the first three issues — October, November and December 1995 — exceeded 70,000 copies in the U.K. — making the magazine one of the top five selling PC titles on the U.K. newsstands, according to ABC. This accomplishment is particularly impressive given that there are upwards of 40 PC titles available to U.K. readers on the newsstand. *PC Advisor* has also been nominated for two awards: Small Publisher of the Year and Launch of the Year.

PC Advisor
£1.99
Getting Your Teeth into CD-ROM
SCENES
FREE!

THE RECENTLY *launched PC Advisor is already among the top five PC publications in the U.K.*

PC Advisor will be positioned as the U.K. title within IDG's *PC World* global product line, a product line that includes more than 52 publications worldwide. As head of the PC World Global Product Support Center, **Pat Kenealy**, CEO of PCW Communications in the U.S., has committed to making this a model of how IDG's global support system can provide assistance to a new title, improve its quality and propel it to the No. 1 market position. An aggressive search is now under way to identify a top-notch publisher to spearhead this effort.

By joining with IDG, *PC Advisor* will have access to the editorial, marketing and advertising sales support provided by the global IDG organization, which includes advertising sales offices in London, New York, San Francisco, Tokyo, Beijing, Paris, Munich and Hong Kong.

"As a company that operates in every major country, filling in our *PC World* product line in the strategically important U.K. market is an important step for IDG," said IDG Chairman **Pat McGovern.** "We will invest the resources necessary to continue *PC Advisor*'s market momentum, and to ensure a successful publication for both readers and advertisers."

PC Advisor, which was launched by a division of Software Warehouse, a leading U.K. software mail order company, will increase from approximately 332 pages to 500, and the editorial content will grow by 50%. The

•CONTINUED PAGE 7•

Latin American Publishing Institute Opens New Doors

Prompted by the rapid growth of both the Latin American IT market and IDG's operations in the region, IDG's International Human Resources Director **Tom Mathews** began conceptualizing the first Latin American Publishing Institute last spring.

IDG now has subsidiaries and licensees in 15 Latin American countries that publish over 30 titles, IDC research operations in six nations — Argentina, Brazil, Chile, Colombia, Mexico and Venezuela — and IDC Latin American research centers in Mountain View, Calif., and Miami, Fla.

INGLÉS BÁSICO
ENGLISH

RAFAEL ROLDAN *was presented with English tutorials for serving as host country manager.*

Held in Quito, Ecuador and conducted entirely in Spanish, the first LAPI drew 15 individuals, representing 11 IDG and IDC operations. For many it was the first IDG-sponsored event they had attended.

Response from attendees and presenters was overwhelmingly positive and all agreed that the three-day seminar in

•CONTINUED PAGE 5•

IN BRIEF

IDG Netherlands Presents Prestigious *C!T* Awards

An old wives tale says that bad things happen in cycles of three, but the third incarnation of the *Computer!Totaal* Awards proved only that practice makes perfect.

On Jan. 30, IDG Netherlands hosted clients at a celebration in a Hoofddorp disco to announce the winners of the awards that have grown in stature in the Dutch IT community. “In 1993 the IT industry didn’t know about the awards, and we had to convince people to attend,” said IDG Netherlands General Manager **Paul Molenaar**. “This year we were turning people away.”

Eight thousand readers of *Computer!Totaal,* Holland’s leading computer magazine, were surveyed on their top picks for the country’s hardware and software products and companies.

When all was said and done, Microsoft walked away with 13 of the 42 awards, mostly for Windows 95. Other winners included Logitech for its mouse; Hewlett-Packard for its inkjet, color and laser printers; and Novell for Netware. *C!T* has a subscriber base of 100,000.

SHORT TAKES

PC World last month launched PC WorldBench, a test suite independently developed by the PC World Test Center and designed to assess the performance of PCs running Windows 95. The benchmark consists of three 32-bit and three 16-bit applications: Microsoft Word, Microsoft Excel and Micrografx Picture Publisher for Windows95; and Lotus 1-2-3, Borland Paradox, and Novell WordPerfect for Windows 3.1. PC WorldBench will be distributed on CD-ROM in June. Development of a Windows NT version is under way. For more information, contact Julian Milenbach, director of the PCW Test Center, at tel: 415-267-1790 or via E-mail: julian_milenbach@pcworld.com.

* * *

Computerworld sales reps can now offer IT marketers an additional resource to assist in the development of effective ad campaigns. *How to Create More Effective High-Tech Advertising*, a 150-page book written by Jack Edmonston, a 17-year IDG veteran who now publishes a newsletter called *Computer Advertisers Media Advisor*, examines the key aspects of effective advertising in the high-tech market. Topics covered include media planning, benefits of syndicated research, ad budgeting, direct mail, online advertising and creative guidelines. The book is available at no cost through CW sales reps or by contacting the CW Reprints Department at 800-343-6474.

I-Way 500 Ranks Best Web Sites

What are the best corporate Web sites? What’s the best arts and entertainment site? The spring issue of *I-Way* answers those questions and more in the *I-Way 500* ranking of the top 25 Web sites in 20 different categories.

500 Best Sites on the WEB
I-way
1st ANNUAL Listing & Ratings
500
TOP25 WINNERS
N 20 CATEGORIES

Editors of the Connell Communications publication, based in Peterborough, N.H., and a staff of veteran Web users evaluated sites according to a well-defined set of criteria, including navigation, accuracy, depth, accessibility, design and performance. Sites were graded on a numerical scale for each criterion.

“No other magazine has decided to put its stamp of approval on what makes a great site,” said Executive Publisher **Ian Ross**. “The *I-way 500* gives developers something to shoot for and points consumers to the most useful sites.”

The top three finishers will receive plaques and the rest will receive certificates. Winners will be able to display the *I-Way 500* logo at the site and in promotional literature.

I-Way is scheduled for nine issues in 1996, and Ross hopes to go to a monthly printing by the fall if advertising support builds.

By the way, *I-way*’s vote for best corporate site is Coca-Cola (http://www.cocacola.com), and the best art site is Webmuseum Paris (i.e., The Louvre) (http://sunsite.unc.edu.louvre).

EXTRA! EXTRA! PUBLISHERS GO BACK ON PRESS WITH IDG: WHO ARE WE SPECIAL EDITION

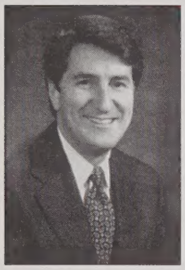
Due to demand from IDG business units, we are planning to reprint the Jan. 1 issue of *IDG World Update*, “IDG: Who Are We?”

WORLD UPDATE
IDG: Who Are We?
INTERNATIONAL DATA GROUP

Orders for additional issues (at $1 per copy) must be received by March 8. This issue will not be updated or reprinted until Jan. 1997.

If you would like to order additional copies of the issue, please send your requests via fax: 617-423-0712 or E-mail: world_update@idg.com.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q I understand that IDG has just signed a deal with Softbank in which our upcoming CompuChina will henceforth be Comdex China. Why would we sign over this show to our biggest rival in a market that we practically own?

A While it has not been officially announced, IDG has reached an agreement to work with the Comdex organization to cooperate on one of the 12 shows IDG organizes in China. This agreement is not just with IDG, but with our partners in China as well. This is important, because no foreign company is allowed to produce an international tradeshow independently, without the official sponsorship of the government agency. The government agency in charge of international computer shows is the Ministry of Electronics Industry (MEI), which has been our joint venture partner for over 16 years in publishing *China Computerworld* and other publications.

Recently, MEI was asked by the central government to produce a computer distribution show in Beijing, and Softbank Comdex started the business negotiation with MEI to launch a Comdex event in Beijing, which would have directly competed against both CompuChina and China Computerworld Expo—two shows that IDG and MEI jointly organize.

As Softbank Comdex traditionally uses local tradeshow companies to manage its international shows, it was considering using an IDG competitor in the tradeshow business as its partner to produce a Comdex in China. But MEI recommended that IDG would be a better partner, and also suggested that we make Comdex a part of CompuChina, which will be held in June 1996 in Beijing. The show will be called Comdex/Beijing at CompuChina.

This "co-opetition" has two benefits to IDG: 1) It helps IDG continue its leadership in the Chinese market by our involvement in all the leading tradeshows and 2) it helps avoid an awkward competition against our own partner in China (MEI).

Does IDG still have a place on the strategic advisory board of Netscape by virtue of our $2 million investment in the company last year? If so, does that have any affect on our new publication, *Netscape World*?

We have a variety of different business relationships with Netscape.

First, our investment in the company gives IDG a seat on the "Netscape Strategic Advisory Council" along with other early investors in the company, including Hearst, Adobe, Knight-Ridder, TCI and Times-Mirror. This board meets regularly to give Netscape market feedback on the kinds of tools that publishers need to build successful electronic information products.

Second, many of our business units have relationships with Netscape; some are customers, some have advertising agreements, home page hotlinks, browser distribution programs, etc.

Third, IDG has an agreement with Netscape to produce a variety of Netscape products, including the Netscape Developer's Conference, scheduled for March 5-7 in San Francisco, and *Netscape World*, the new "webzine" that will have its debut at the Developer's Conference. In addition, other Netscape-branded products are in the works.

This kind of multi-level relationship is not unlike others that exist between IDG and various key IT companies. Take Apple Computer as an example: most of our business units consider Apple a customer, and we therefore have many business unit level agreements with the company. But we also have a corporate agreement on support for the worldwide family of products branded "Macworld." Now that IDG has the worldwide, exclusive license to the "Netscape World" brand, we expect the same pattern will occur, where we will have a family of "Netscape World" products worldwide.

What's IDG's policy on employees buying, selling, and owning high-technology stocks? I know that different countries have different laws on the subject, and perhaps different magazines have different internal policies, but what's the basic IDG position? I've heard conflicting answers to this question over the course of my years at IDG.

Under IDG's Employee Handbook, you are required to notify your business unit manager if you own or intend to purchase shares of an IDG competitor, supplier or customer. The principle purpose of this notice is to enable IDG to assist you in avoiding conflicts of interest in which your duty of loyalty, editorial objectivity and the like might be jeopardized.

This is obviously not intended to completely prevent your investment in technology stocks. However, a relatively large investment in the public stock of a key advertiser or a significant ownership stake in a non-public competitor would be discouraged on conflict of interest grounds.

The other reason for this requirement is to help you avoid "insider trading" where you have acquired knowledge about a public company that has not been disclosed to the financial community, for instance, that the company was about to be the subject of an unfavorable article in an IDG publication. The company notice rule is thus designed principally to help you avoid investments that might be detrimental to your employment relationship or create actual civil (or even criminal) liability for you. If you have any specific questions about this area, you should direct them to your manager or your human resources representative.

CW Lead Management Provides Turnkey Seminar Solution for TI

Texas Instruments' notebook division has once again called on the Computerworld Lead Management group (formerly known as Response Technologies, Inc.) to organize a major seminar series to build brand awareness for the TI notebook computer line.

The current 13-city seminar tour is a direct result of the successful partnership Computerworld Lead Management forged with TI's Personal Productivity Products group this past fall to produce seminars in eight cities across the U.S. In both cases, the CW group, part of the Computerworld Information Management Division, provided a total turnkey solution: event logistic services, creation of the direct mail invitation, list selection and production, and all response management services. As a result, Texas Instrument's Personal Productivity Products group could concentrate on developing content for the seminar.

The seminar series is a classic example of how a pan-IDG solution can effectively meet a customer's needs. Last fall IDG Marketing Services Vice President of National Accounts **Bernie Theobald** worked with TI to develop the TI Extended Office Technology Campaign and introduced TI to CW Lead Management. Part of the package was a TI-sponsored white paper authored by IDC entitled *Mobile Computer and Electronic Communications: Winning with Extended Office Technology*. IDC Senior Vice President **John Gantz** presented the results of the study at the seminars, where the paper was distributed; value-added resellers also received copies.

In addition, incremental Texas Instruments ROP advertising in *Computerworld*, *InfoWorld* and *PC World* also reinforced awareness of TI notebook products during the campaign.

For Texas Instruments, the partnership with CW Lead Management produced immediate, measurable results: targeted market exposure to department and line managers and IS managers. "Our seminar series played a definitive role in closing seven customers with potential sales totaling more than 1,000 notebooks — all in the first 90 days," said Michael Davis, sales programs operations director for the Personal Productivity Products group. "From start to finish, the level and quality of service provided by CW's Lead Management group was outstanding," he added.

CW LEAD MANAGEMENT STAFF INVOLVED *with the Texas Instruments' seminars included (back row, from left):* ***Gay Bolduc****, account executive;* ***Karen Reuter****, telemarketing supervisor;* ***Michael Taylor****, finance coordinator;* ***Jaye Tyler****, director of strategic partnerships, (front, from left): account associates* ***Tracy Anderson****,* ***Tom O'Halloran*** *and* ***Chris Silvestri****.*

"This project is a great example of the importance of extending marketing partnerships beyond the typical merchandising services traditionally available to advertisers," said **Rich Mikita**, vice president and general manager of the CW Information Management Division. "And, it shows the value of doing so with inhouse IDG expertise."

"We're all very proud of this success story for many reasons," said **Jaye Tyler**, CW Lead Management's director of strategic partnerships. "It typifies our growing expertise within one of our core competencies — seminar registration — an area that continues to be a significant marketing tool for IT vendors."

CW LEAD MANAGEMENT OFFERS SERVICES TO ALL IDG BUSINESS UNITS

The staff of CW Lead Management is interested in working with any IDG business unit that has a need for any of the following core services:

- **Inquiry management systems.**
- **Trade show fulfillment.**
- **Lead qualification.**
- **Outbound telemarketing.**
- **Seminar registration programs.**

Depending on the client's program objectives and needs, the staff provides any strategic combination of the following key services for seminar registration programs:

- **Audience targeting to define invitees and select the most productive database sources.**

- **Direct mail invitations, from creative concept through production, printing and timely mailings.**

- **Audience qualification via telephone surveys to profile prospective attendees, generate lead sheets for sales, and facilitate program personalization.**

- **Registration and response management, including immediate dissemination of confirmation notices to all registrants and ongoing follow-up.**

- **In-depth reporting of ongoing activity, such as daily registration counts per city.**

- **Event logistics, including site selection, food and beverage services, and equipment arrangements.**

For more information, contact Jaye Tyler at tel: 508-628-4730, fax: 508-626-0547, Notes (Jaye Tyler) or via the Internet: jaye_tyler@cw.com.

IDG New Job Opportunities Update
Monday, March 4, 1996

Console Operator (CW)
CW is seeking a console operator. Requires punctual arrival to work to answer high-volume switchboard calls. Prior experience on a ROLM system and switchboard experience preferred. A friendly voice and a bright phone smile desired. Flexibility in scheduling and a team player are a must. The ability to understand the high-tech and print markets is preferred. Located in Framingham, MA.
Contact: Christine Chupka, christine_chupka@cw.com Phone: (508)820-8162 Fax: (508)879-3760

Sales Associate (CW)
The selected candidate will provide support to a District Sales Manager. Candidate must be goal oriented with a desire to work in a fast-paced sales environment. Requires excellent communication skills, 2 years of administrative experience, and computer literacy in Windows. BA preferred. Located in Burlingame, CA.
Contact: Tish Lehane, tish_lehane@cw.com Phone: (415)548-5532 Fax: (415)347-8312

Proofreader (IDC)
The Proofreader is responsible for proofreading formatted versions of newsletters and reports vs. original submission; checking final changes vs. earlier versions; and ensuring that all publications meet house standards for format and editorial quality. The ideal candidate will possess one to three years' experience proofreading in a high-volume environment, experience with charts, graphs and tabular data, and the ability to juggle multiple tasks. Knowledge of publication layout and typography helpful. BA preferred. Position located in Framingham, MA.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Internship, Marketing (IDC)
IDC's Marketing department is looking for an individual to help collect information for the standard templates used to produce HTML files. The information will come from Word documents and are based on IDC's Fact Sheets. The successful candidate will also work with our PR Specialist to organize and file news clippings, and update and research the media list. Attention to detail essential. Knowledge of Microsoft products preferred. Position located in Framingham, MA.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Internship, Worldwide Markets (IDC)
This is a part time (20 hour/week) temporary position which will research national infrastructure and social indexes. Research will be conducted out of IDC, as well as local academic libraries. The successful candidate should possess knowledge of economics and statistics, have ability to source economic data, and experience with MS Word and Excel, (statistical software a plus). Position located in Framingham, MA.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Lotus Notes Technical Support Specialist (IDC)
Seeking a Technical Support Specialist to assist IDC customers in the implementation and support of Lotus Notes-based products. Responsibilities include working with customer Lotus Notes Administrators to set-up new Notes services, add new services to existing clients, and ensuring data accuracy in Notes customer database files. Requires a creative problem-solver with strong client, organizational, and communication skills. Position located in Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Product Manager, CD-ROM (IDC)
Seeking a collaborative leader with strong product skills to develop, promote, and support IDC's CD-ROM product(s). Requires an individual with strong electronic media design and development experience combined with sound business judgment and the ability to add value for IDC's customers.
Position located in Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Product Manager, Internet (IDC)
Seeking a collaborative leader with strong product skills to develop, promote, and support IDC's Intenet WEB site and product(s). Requires an individual with strong electronic media design and development experience combined with sound business judgment and the ability to add value for IDC's customers.
Position located in Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Benefits Administrator (IDG)
The individual in this position will be responsible for handling the administration of IDG's health and welfare benefits including the IDG Health Plan, HMO's, 401(k), COBRA, and voluntary life. Administrative responsibilities include coordinating open enrollments, monthly billing, researching benefits questions, COBRA communications, and other projects as assigned. Requires 2-3 years benefits administration experience. Position located in Framingham, MA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

West Coast Correspondent (IDG News Service)
Seeking an experienced, high-energy journalist to cover the U.S. computer and communications markets. Responsibilities include covering trade shows, press conferences and other breaking news, as well as working with peers around the world. The ideal candidate has a good command of AP-style newswriting, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum. Strong computer skills are required and experience with remote computing is a plus. Frequent travel required. Position located in San Francisco, CA.
Contact: Elizabeth Heichler, elizabeth_heichler@idg.com Phone: (617) 423-0404 Fax: (508) 935-4600

Graphics Specialist (IDG/B)
Entry-level position with excellent opportunity for growth. Must be Apple Macintosh savvy with knowledge of Quarkxpress, Adobe PageMaker, Adobe Photoshop, Macromedia Freehand, and Adobe Illustrator. Should have experience in 4 - color press. Position located in Foster City, CA.
Contact: Pat Levenduski, plevenduski@idgbooks.com Phone: (415) 655-3015 Fax: (415) 655-3206

Production Quality Control Specialist (IDG/B)
Responsible for the consistency, accuracy and quality of books during the production cycle until the release of books to the printer. Should possess strong proofreading skills, be Macintosh savvy with knowledge of graphics and page layout. Position located in Foster City, CA.
Contact: Pat Levenduski, plevenduski@idgbooks.com Phone: (415) 655-3015 Fax: (415) 655-3206

NW Regional Manager, PCE (IFTW)
Requires proven closing and creative problem-solving abilities, team player attitude, excellent communication and organizational skills as well as 4+ years advertising sales experience. Primary responsibilities include advertising sales, prospecting, qualifying, customer support, file maintenance, and report generation. Prior sales experience in the consumer publishing industry and knowledge of entertainment products and marketplace preferred. Travel required. Located in San Mateo, CA.
Contact: Jim Shepherd, jshepherd@iftw.com Phone: (415) 286-2530 Fax: (415) 349-5279

Sales Associate (IFW)
The Sales Associate will handle weekly closing of display edition, interaction with clients, database management, and general administrative support. Requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude in a fast-paced environment. The ability to work independently and PC literacy is required. Publishing or advertising experience desired. Position located in San Mateo, CA.
Contact: Ellen Aronowitz, ellen_aronowitz@infoworld.com Phone: (415) 312-0673 Fax: (415) 312-0668

Coordinator of Editorial Research (IFW)
Responsible for organizing and conducting advance research for product comparisons to ensure two outcomes: that the team is well equipped in advance of the planning meeting to determine the best editorial angle and approach for testing for our readers; and that appropriate reader research is conducted to clarify and/or confirm the team's approach to the topic. In addition, responsible for processing reader surveys as well as assisting in their design. Position located in San Mateo, CA.
Contact: Sara Barnes, sara_barnes@infoworld.com Phone: (415) 525-3464 Fax: (415) 312-0668

Media Research Analyst (IFW)
The position will be responsible for the analysis of syndicated research studies, through the use of a PC based custom software package. The ideal candidate will have excellent customer service skills, a background in research, and a strong aptitude for numbers and data analysis. Must be PC literate with understanding of databases and spreadsheets. Charting/graphing skills helpful. Knowledge of advertising and of Telmar or IMS a plus. Position located in San Mateo, CA.
Contact: Linda Schmid, linda_schmid@infoworld.com Phone: (415) 525-3464 Fax: (415) 312-0668

Office Services Assistant (IMI NV)
Part- time (30 hrs/week) entry-level position requiring 1 year of business experience and good communications skills. Duties include general maintenance, switchboard, reception and mail distribution. Generally requires the ability to lift at least 25 lbs. Enthusiasm and team spirit necessary in this start-up environment! Position located in San Francisco, CA.
Contact: Cynthia Meade, cynthia@iminv.com Phone: (415) 278-1005 Fax: (415) 278-1050

Receptionist (IMI NV)
Entry-level position for a bright, enthusiastic individual to meet & greet our clients, vendors and guests. Requires some computer knowledge (Mac preferred), and clerical and receptionist experience. Able to handle busy phones and administrative tasks. Position located in San Francisco, CA.
Contact: Cynthia Meade, cynthia@iminv.com Phone: (415) 278-1005 Fax: (415) 278-1050

IS Manager (IMI NV)
The IS Manager will manage the company's computer systems. Responsible for all hardware, software, and email including experience with SMTP gateways and POP servers. Requires 5-7 years of technical experience on many computer platforms, including desktop computer support, LAN, Windows NT Fileserver, T1 and ISDN configuration/maintenance, and knowledge of IP addressing, IP routers and gateways. Position located in San Francisco, CA.
Contact: Cynthia Meade, cynthia@iminv.com Phone: (415) 278-1005 Fax: (415) 278-1050

Please look forward to the complete list of job opportunities across IDG on Monday, March 25

LATIN AMERICAN PUBLISHING INSTITUTE

continued from page 1

PARTICIPANTS AT THE FIRST LATIN AMERICAN PUBLISHING INSTITUTE INCLUDED *(left to right):* ***Jennifer Bayon****, licensing manager, IPS;* ***Fernando Rodriguez****, circulation director, IDG Spain;* ***Horacio Gomez****, editor, Computerworld Colombia;* ***Orlando Buitron****, manager, Ediworld;* ***John-Marc Clark****, senior analyst, IDC Latin America;* ***Armando Lazo****, art assistant, PC World Latin America;* ***Ruben Argento****, general manager, IDG Argentina;* ***Paulina Parades****, publisher, Ediworld;* ***Matt Smith****, senior vice president, finance, Computerworld U.S.;* ***Candelaria Jaimes****, editor, IDG Mexico;* ***Julio Cesar Attala****, advertising manager, IDG Argentina;* ***Elizabeth Sutton****, advertising manager, IDG Mexico;* ***Paco Zabala****, managing director, IDG Spain;* ***Rafael Roldan****, president, Ediworld;* ***Michael Hauser****, manager, PCW Chile;* ***Rosane Serro****, editor, PC World Brasil;* ***Leslie Janneth Melendez****, director, PC World Panama;* ***Norma Mena****, editor, IDG Argentina;* ***Tom Mathews****, director, corporate/international HR programs, IDG.*

January had left them with a better understanding of the resources available to them and provided an invaluable network of colleagues, many of whom have shared similar struggles and successes.

"I've never learned so much from an IDG event," said **Rosane Serro**, editor of *PC World Brasil*, who participated both as an attendee and as a presenter. (Although Portuguese is Rosane's native tongue, she learned to speak Spanish in Cuba.) "I discovered new solutions to some of my problems from other countries' experiences, I got a direct channel to IDC, and the event helped me to have a global view of my job and the company I work for," she said.

Attendees at the first Latin American PI included country managers and senior executives as well as the staff responsible for the more "hands-on" work involved in producing their publications. "To see the enthusiasm from the people who work on these projects day to day was fantastic," said International Publishing Services Licensing Manager **Jennifer Bayon**.

Mathews noted that without the interest and support of the Latin American country managers and the input and assistance from IDG Spain Managing Director **Paco Zabala**, LAPI would not have been possible.

For more information contact Tom Mathews at tel: 508-935-4710, E-mail: tom_mathews@idg.com or Beth Nichols at tel: 508-935-4416, E-mail: beth_nichols@idg.com or fax: 508-935-4600.

FAST FACTS

- **IT spending in Latin America in 1995 was US$12.4 billion and is expected to grow to US$22.7 billion by 1999.**

- **IT spending in the region between 1994 and 1999 will grow by 13.7% vs. 10.7% in the U.S., 10.8% in Asia/Pacific and 7% in Western Europe.**

Source: IDC

PRESENTERS GO THE EXTRA MILE FOR THE FIRST LATIN AMERICAN PUBLISHING INSTITUTE

Attendees agree that the quality of the presentations given by their IDG and IDC colleagues is where the value in these internal publishing seminars lie.

The following is a list of the individuals who helped ensure the first Latin American Publishing Institute was an important educational experience.

EDITORIAL
- **Rosane Serro, editor, *PCW Brasil***

SALES AND MARKETING
- **Rafael Roldan, president, Ediworld (Ecuador)**

CIRCULATION
- **Armando Merino, circulation and subscription manager, IDG Latin America (Miami)**

BUSINESS MANAGEMENT
- **Matt Smith, senior vice president/finance, *Computerworld* U.S.**

INTERNATIONAL PUBLISHING SVCS.
- **Jennifer Bayon, licensing manager, IPS**

IDC
- **John-Marc Clark, senior analyst, IDC Latin America (Miami)**

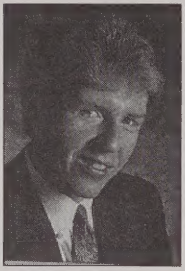
PRODUCTION
- **Nadia Maudsley, senior production manager, *PC World* U.S.**

ROLE OF THE PUBLISHER
- **Ruben Argento, general manager, IDG Argentina**

PANELISTS: ROLE OF THE COUNTRY MANAGER
- **Ruben Argento, general manager, IDG Argentina**
- **Paco Zabala, managing director, IDG Spain**
- **Rafael Roldan, president, Ediworld**

NOTEWORTHY

PROMOTIONS


GILLIN

Computerworld has announced three promotions. **Paul Gillin**, formerly executive editor for *Computerworld*, has been promoted to editor, following the resignation of **Bill Laberis** to pursue other interests. Paul served as executive editor for the past 10 years and prior to that was executive editor of *Digital Review* and senior editor at *PC Week*. “Paul is a highly valued leader in the editorial management of *Computerworld* and has contributed significantly to the success of *Computerworld*,”said Publisher **Kevin McPherson**. “I am confident that *CW* will continue as the premier IS publication under Paul’s direction.”

Maryfran Johnson, most recently news editor for *Computerworld*, has been promoted to executive editor. Mary Fran has 15 years of writing and editorial experience including almost seven years with *Computerworld*. In 1993 she served as founding editor of the *Computerworld Client/Server Journal*. “I can’t imagine a better executive editor than Maryfran,” said Editor Paul Gillin. “She arrived here knowing nothing about computers and quickly became one of our best reporters. In the various positions she has held at *Computerworld* over the years, she has exceeded expectations in every case.”

JOHNSON

Patricia Keefe, formerly assistant news editor, will take over as news editor where she will direct and organize the publication’s weekly news coverage while overseeing a staff of more than two dozen reporters. Tish joined *CW* in 1981 as a copy editor. After moving over to the reporting staff, she quickly earned a reputation as one of the industry’s top networking and desktop reporters.

KEEFE

“Tish will make a wonderful news editor, and our reporters are as delighted with her promotion as I am,” said Executive Editor Maryfran Johnson. “We have a terrific team operation going in news — between the writers and the editors — and, I think, our readers see the results of that every week.”

NEW EMPLOYEES

Morten Thorbjørn Svendsen has joined *PC World Danmark* as an editor. Morten’s areas of responsibility will include multimedia and networking coverage. Prior to joining IDG, Morten was a systems consultant with Compaq Computer in Denmark. Before this, he spent seven years with the Danish navy, where he became First Lieutenant and was responsible for all IT equipment aboard various vessels.

Two new staff members have joined IDC Japan. **Akira Minamikawa** has signed on as a senior analyst in the Semiconductor Market Planning Service. Akira comes to IDC after six years at Dataquest.

Junichi Saeki is research director for the Solutions Research group. He brings 10 years of experience in the IT industry. He has a master’s degree in computer science from Nagoya University.

TRANSFERS

Anurag Agrawal, previously IDC director of research for the Asia/Pacific region in Hong Kong, is director of international research based in Mountain View, Calif. Anurag joined IDC in 1983.

Computerworld’s Bill Laberis Bids Farewell

When **Bill Laberis** left the *Salem Evening News* back in 1980, his co-workers presented him with a plastic watch in recognition of his employment longevity — 10 months. When he rejoined *Computerworld* in 1982 as senior editor, having completed an earlier 10-month stint at the publication the previous year, he vowed, “I’m back for the long haul. I have my sights set on a Spiedel Twist-o-Flex, nothing less.” Fourteen years later, Computerworld President **Gary Beach** handed Laberis not the Twist-o-Flex of his dreams but a gleaming gold timepiece.

After nearly 10 years at the helm, Bill announced his intention to step down as the longest serving editor-in-chief of IDG’s flagship publication last December. He has launched his own company, Bill Laberis Associates, which will provide media consulting and custom publishing services.

Bill’s numerous contributions to the company were celebrated — despite an ill-timed snowstorm —at a gala gathering last month attended by a throng of colleagues and friends.

KATHIE GOW

IDG CHAIRMAN PAT McGOVERN (LEFT) AND NEWLY *appointed CW Editor-in-Chief* ***Paul Gillin*** *(right) help Bill show off his cake, created by CW Computer Careers Coordinator and cake decorator extraordinaire* ***Judy Schultz****.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Thomas Monahan - Computerworld

FOURTEEN YEARS

Frederick Losapio - Computerworld

THIRTEEN YEARS

Lucy Sheehan - IDG

TWELVE YEARS

Ditter Stein - IDG Brazil

ELEVEN YEARS

Rachel Parker - InfoWorld

TEN YEARS

Christine Cavelle - IDG France

NINE YEARS

Elizabeth Fleming - IDC Canada

EIGHT YEARS

Eve Lieberman - IDG
Miklos Cocron - IDG Germany

SEVEN YEARS

Shelly Aronson - Computerworld
Cynthia Berger - Computerworld
Carol Hildebrand - CIO
Fatima Ruiz del Olmo - IDG Spain
Lise Thorstensen - IDG Norway

SIX YEARS

Carlos de la Iglesia - IDG Spain
Sabine Terras - IDG France

FIVE YEARS

Heidi Broadley - Computerworld
Catherine Hayes - CIO

FOUR YEARS

Steve Stamates - InfoWorld
John Lampus - Computerworld
Heidi Anderson - PC World
Teresa Lin - IDG Hong Kong
Jimmy Yu - IDG Singapore
Einar Ryvarden - IDG Norway

THREE YEARS

Glen Miles - IDG Australia

TWO YEARS

Ross Owens - InfoWorld
Paul Tyler - InfoWorld
Jaikumar Vijayan - Computerworld
Stephanie Daigre - PC World
Resa Altsher - CIO
Nazan Wolfe - IDG Books
Tan Heng Meng - IDC Singapore
Kjell Gytup - IDG Norway
Siri Herud - IDG Norway
Maggie Saunders - IDG Australia

ONE YEAR

Damian Sicking - IDG Germany
Antonette Cutone - IDG
Pete Keith - PC World
Toni May - Macworld
Ginger Von Wening - Macworld
Shannon Ross - IDG Books
Erin McDermit - IDG Books
Jamie Klobuchar - IDG Books
Nina Zinn - IDG Books
Fabrice Dalongeville - IDG France
Christian Levesque - IDG France
Samantha Turner - IDC Canada
Yücel Komçez - IDG Turkey
Yavuz Kaynar - IDG Turkey
Ayse Yetmen - IDG Turkey
Ann Fourakis - IDC Government

PC ADVISOR

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magazine will include more product briefings; new sections on the Internet and communications in particular; and in-depth marketing and business analysis of the PC market.

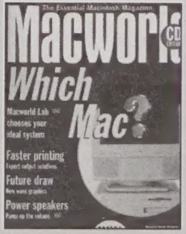
"The new editorial content will appeal to PC enthusiasts and PC-proficient managers alike — the most powerful buying audience for PCs," said **Richard Hease**, managing director, IDG Media. "IDG intends to build on the outstanding success of this magazine, giving the *PC Advisor* editorial team access to the content, test methodologies, news wires, online services and prior experience of all IDG *PC World* monthlies worldwide. Our short-term target is to break 100,000 in circulation figures."

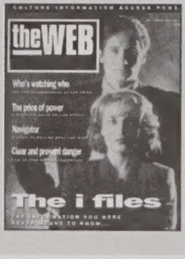
"We received interest from other publishers about acquiring the title, but we found that IDG was the most committed to developing the product through an intense marketing program, and was therefore the obvious choice," noted Steve Bennett, founder of *PC Advisor*.

IDG COMMANDS A STRONG PRESENCE IN U.K. MARKET

The U.K. represents a key European market for IDG not only for its size, but because of its influence on pan-European media buying. IDG has maintained a strong presence in this market since the establishment of an IDC office in 1969. Today, the company boasts operations encompassing market research, publishing, sales and pan-European marketing.

- **IDC U.K.**
- **IDG Marketing Services/Europe**
- **IDG Media, publishers of:**
  - ***Macworld***
  - ***AppleTalk***
  - ***MacAction***
  - ***PC Home***
  - ***The Web***
  - ***Acorn User***
  - ***Amiga Action***
  - ***Amiga Computing***
  - ***Parents & Computers***
  - ***GamePro***
  - ***PC Advisor***





CELEBRATING 10+

Cheryl Crivello

HOME: Millville, Mass.

JOINED IDG: September 1984 as an editorial assistant at *Computerworld.*

CURRENT TITLE: Assistant to the editor-in-chief, *Network World.* I handle the editorial budget, set up editorial meetings, process all bills and invoices for the department and manage two full-time staff members.

BEST PART OF THE JOB: The ever-changing world within the department and dealing with such great people.

MOST UNUSUAL THING THAT'S EVER HAPPENED TO YOU: Attending Patty White's (*Computerworld*) wedding as her maid of honor dressed as the bride of Dracula...the wedding was held at Spooky World on Halloween.

DREAM DESTINATION: Norway

FANTASY JOB: To train seeing eye dogs.

FOUR PEOPLE YOU'D INVITE TO DINNER: Tracy, Nancy, Lisa and Glen — my four siblings. We all live in different areas of the country and don't get together as much as we would like.

LAST GOOD DEED: Helped to raise more than $2,000 through contributions from Network World employees for the WBNW 590 Fund for the Homeless.

MOST REWARDING THING YOU'VE EVER DONE: After a difficult pregnancy, giving birth to two fantastically healthy twins, Stephanie and Nicholas.

THE RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN ESCORTED NETWORK WORLD'S ***Cheryl Crivello*** *to dinner at the Ritz-Carlton in Boston in honor of her decade-plus of service to IDG.*

WORDS TO LIVE BY: "Were there no God, we would be in this glorious world with grateful hearts and no one to thank."

CAREER HIGHLIGHT: Watching and being part of the evolution of Network World since its inception in 1986.

MANAGER'S PROFILE: "Cheryl holds Network World together. She keeps us on budget, on time and on the ball and it has been a pleasure working with her for 10 years. She's innovative, resourceful and incredibly patient to put up with me for as long as she has."

- ***John Gallant****, editor-in-chief, Network World*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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IDC JAPAN LAUNCHES SEMICONDUCTOR RESEARCH PROGRAM AND REPORT
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Global Summit Focuses on Technology Marketing

MARY DOAN, CEO OF SAATCHI & SAATCHI ADVERTISING (SECOND FROM LEFT) AND *Jill Kramer, worldwide marketing manager of Hewlett-Packard Computer Systems Organization, spoke about global marketing practices at HP during one of the Summit sessions. (Above) IDG Chairman* ***Pat McGovern*** *(left) and IDG President* ***Kelly Conlin*** *join the pair at the Champlin Fighter Aircraft Museum, site of a dinner for clients and IDG managers.*

"The information shared at your Global Summits not only challenges us to evaluate our current thinking but provides us with the fuel to keep the information technology industry strong and growing."

That comment from Gary Janz, senior vice president and director of client services for an Orlando, Fla., ad agency, illustrates the impact IDG has had on clients who attend the annual IDG Global Summit. Last month's invitation-only gathering in Scottsdale, Ariz., attracted 110 IT marketing executives and 50 principals from advertising agencies. The attendees represented companies accounting for nearly 75% of worldwide IT revenues in 1995.

The focus of the Summit is on the

•CONTINUED PAGE 7•

License Signed for *PC World Bangladesh*

The nation of Bangladesh, bordered on three sides by India and by Myanmar to the southeast, will have its first major IT publication in May: a local edition of *PC World.*

The publication will be the result of a joint effort between two companies that each bring a specific skill set to the project. The owner, Information Services Network Ltd. (ISN), focuses on software development and data processing and will soon be the country's first commercial Internet access and news wire service provider. ISN will provide the publication's financial backing and industry expertise.

The publishing know-how will come from a small publishing group that produces a weekly political newspaper. Its editor will chair the editorial board for *PCW Bangladesh.*

According to ISN, the installed base of PCs in Bangladesh will jump from 70,000 to 100,000 by the end of 1996. ISN lists 25 international IT companies and 250 local IT firms operating in the country.

The inaugural issue of *PC World Bangladesh* is slated to contain a 72-page folio and have a print run of 2,000. ISN plans to distribute most of the issues as free promotional copies in the first few months with a goal of 1,900 paid subscribers after a year.

IN BRIEF

IDG Discussion Group Trades Tales About Web Publishing

What initially started as just a few people talking about Web issues turned into a more organized gathering last month. Web-savvy IDG employees challenged by a common goal — maximizing their online publishing efforts — brainstormed with their colleagues in the Network World boardroom and via teleconferencing.

More than 20 representatives from Network World Fusion, @Computerworld, and the online divisions of Federal Computer Week, IDC and CIO participated in the first Eastern regional "Webtable" discussion.

Ann Roskey, product manager for Network World Fusion, proposed the Web Discussion Group meeting after sharing similar online ideas and concerns with product managers and Webmasters at other IDG publications.

"My thinking was that in an industry that is so new and changing so fast, everyone would benefit from learning more about each others' online experiences and strategies," Roskey said. The agenda was informal and focused on three primary areas: sales and marketing, business and technical issues and editorial content.

The group addressed a number of topics including how the online publications were managing Web site registration, paid advertising, impression tracking, Web site auditing, production processes, archiving, and development of compelling, quality content.

@Computerworld's **Eric Zimmerman** will moderate the next IDG Web Discussion Group, which will also be accessible via teleconferencing.

For more information contact Ann Roskey, product manager for Network World Fusion, at tel: 508- 820-7503 or E-mail: aroskey@nww.com.

Thanks to ***Heidi Creighton*** *of Network World for contributing this story.*

SHORT TAKES

IDG Chairman **Pat McGovern** and IDG President **Kelly Conlin** were included in the 1995 Irish America Business 100 list. Each year *Irish America* magazine publishes the biographies of business leaders of Irish descent who run the most successful companies in the U.S. This was McGovern's third year in the listing and Conlin's first.

* * *

According to Adscope, *Network World* had the most ad pages of any network publication in 1995: a record 2,037 advertising pages. This was the second consecutive year *NW* passed the 2,000-page milestone. *Communications-Week* was second and *LAN Times* third.

PC World Chile Goes to the Head of the Class

Chilean school children are benefitting from a nationwide effort to incorporate computers into the curriculum, and the magazine they've selected to help them understand the technology is *PC World*. More than 220 government-subsidized schools were offered a choice of five IT publications including *PC World Chile* and *PC Magazine*, and the students' choice was IDG. "Our content and format appear to have been the deciding factors," noted **Oscar Barros**, president of IDG's Chilean licensee, Publicaciones en Computacion Ltda. The effort to bring computers into the classroom is being sponsored by the Chilean Ministry of Education and financed by the World Bank. Barros' company is offering the schools a 5% volume discount off the normal subscription price.

Study Shows IDG is Top IT Publisher in China

IDC Beijing recently released the results of the first comprehensive study ever compiled for the business-to-business advertising market in China. In 1995, IDG claimed the top spots in both the computer newspaper and the computer magazine categories.

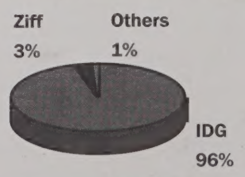
The study is significant, said IDG China Managing Director **Hugo Hsiung**, because global IT companies will now be able to monitor the growth of computer and computer-related advertising in the Chinese market.

China is the world's fastest growing computer market, with $6.7 billion in IT sales in 1995. The overall IT market is expected to increase at least 30% a year for the next three years, according to IDC.

China Computerworld remained the largest computer newspaper in China, with 6,239.7 ad pages. IDG's *China InfoWorld* and *Computer and Communications* were No. 2 and 3, respectively. In the computer magazine category, IDG's *PC World* and its newly acquired *China Computer User* had the top two ad page spots.

Together, IDG's magazine and newspaper publications in China — 14 in all — have a 96% market share of computer print advertising.

1995 Computer Publication Ad Pages in China



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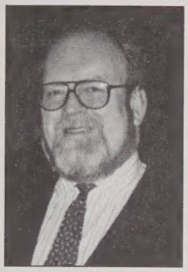


DON KENNEDY

IDG Australia's managing director is this week's guest columnist.

Q Would you briefly outline IDG Australia's current lineup of publications/shows/online services?

A IDG Australia has five core publications: *Computerworld*, *PC World*, *Macworld*, *Network World* and *Australian Reseller News*. We also publish, in association with IDC Australia, a series of industry rankings: The Computerworld 100, The PC World 50, The Software 50 and The Australian Reseller 50.

While our list of other titles looks extensive, most are either small supplements to one of the core titles or are annuals. For example, as in the U.S., our *Computerworld* has a *Client/Server Journal* supplement. *CW* also is launching an *IT Casebook* supplement, similar to *CIO* but not using the name because that job title is seldom used in Australia.

We have only one exposition, MACWORLD Expo. It is held in Sydney in November. We are investigating conferences to complement our titles and address the in-depth information needs of their readers.

We also are testing *WebMaster*. We'll publish it as a small bi-monthly this year to test reader and advertiser interest. Early indications are good, but we'll know more later on.

Earlier this year, IDG Australia announced a number of upcoming launches including a reseller publication, *WebMaster*, two demographic editions of *Computerworld* and a series of books. What's prompted all this activity?

We're doing a lot, but not as much as it may seem from the announcement. Almost every project included in that announcement is designed to complement an existing title and pick up incremental circulation and advertising.

Only two of the announced publications are regular and stand-alone — and one of them isn't really brand new. *Australian Reseller News* is replacing *Reseller Magazine* and going every two weeks as a newspaper instead of monthly as a magazine. *WebMaster*, the other stand-alone, will start out small in both pages and circulation, and is really a test to see if we will propose creating a new business unit with it in future fiscal years.

IT Casebook is a monthly supplement to *Computerworld*. The manufacturing and government demographic editions of *CW* are being structured to grow our circulation in the two areas where we have the heaviest concentration of readers.

Most of the other projects are annuals with long shelf lives. Following the excellent examples of our colleagues in Japan and New Zealand, we are creating books in magazine format with advertising and higher cover prices than magazines.

Why do you use a management company to produce MACWORLD Expo vs. handling the work in-house?

An excellent local company named Pedlar Marketing has been managing MACWORLD Expo for us for the past two years. They have a long history in events management and have included many top IT vendors among their clients.

We went the outsourcing route for several reasons. First, event management is not one of our core competencies here in Australia. It made much more sense to devote all of our attention to publishing and hire experts to manage the events. Second, it is extremely difficult to attract top talent to work for you in this area if you do not have numerous events to challenge them throughout the year. It would not be feasible to anticipate too many more events in this market without fierce, unprofitable battles breaking out for the exhibitor dollar. Finally, we reduced the risk of loss by outsourcing without jeopardizing the benefits of having a top-class event affiliated with our publication.

Are you planning additional shows?

At this time we have only MACWORLD Expo, but are seriously reviewing the possibility of holding conferences to be affiliated with *Australian Reseller News* and *WebMaster* later in the year.

Which industries are growing at the greatest pace in Australia from an event perspective?

Multimedia, Internet, multimedia, Internet and multimedia/Internet. Needless to say, there's a glut of such events threatening to overtake us any day now.

To what do you attribute your success as managing director of IDG Australia?

Your assumption is flattering, but the success of IDG Australia is the work of a team of top professionals who are producing the best publications in their field. My personal goal for success has not been achieved yet, although we're close. That is to publish the No. 1 title in circulation and in advertising support in each market we address. We hope to be there within two more years when IDG celebrates its 20th birthday in Australia.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Chief Financial Officer Gene Gartlan?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

If the answer is "yes," please e-mail your ideas to IDG World Update at world_update@idg.com.

IDC Japan Expands its Operation with Launch of Semiconductor Research Program

At a launch event in Tokyo on Jan. 22, IDC Japan introduced its newest research program, the Semiconductor Market Planning Service, to more than 100 clients and 35 Japanese and foreign correspondents. Also presented were the findings of the program's first report, "Semiconductor Motherboard Market Review and Forecast."

The Semiconductor Market Planning Service emerged from the growing demand from semiconductor vendors worldwide for semiconductor-specific research — the Japanese industry grew 44% between 1994 and 1995.

According to Senior Analyst **Akira Minamikawa**, who recently joined IDC Japan from Dataquest to head up this effort, semiconductor research is a natural outgrowth of IDC's established programs.

IDC Japan is one of the first companies outside the U.S. to be conducting semiconductor research.

Approaching the market from both an end-user and total industry perspective, IDC's coverage spans hardware platforms from handheld devices to multiuser systems; communications products from mobile devices to internetworking and data communication hardware; as well as peripheral devices.

PHILIPPE DE MARCILLAC (RIGHT), IDC *senior vice president, Worldwide Research, joins Hajime Sasaki, executive vice president, NEC, and keynote speaker at the semiconductor briefing session in Tokyo.*

As a continuous information service (CIS), the new research program provides clients with quarterly market trend analysis and forecasts, quarterly updates to the applications database, a monthly newsletter, periodic reports with research confirmed against both IDC's and World Semiconductor Trade Statistics' databases, a bill of materials for each product tracked, and the full range of consulting services on the semiconductor market and its influence on the IT industry as a whole.

Motherboard highlights

The "Semiconductor Motherboard Market Review and Forecast" provides the link between semiconductors and applications implementing semiconductors, with the focus on computer motherboards that consume a significant quantity of semiconductors.

According to the study, the PC motherboard market continues to be a driving force in the semiconductor industry. IDC Japan predicts that by 1998 motherboard integrated circuits (ICs) will account for US$67 billion dollars or 31.9% of the global IC market. (In 1995, motherboard ICs accounted for US$29 billion and 23.3% of the worldwide IC market.)

For more information contact Akira Minamikawa at fax: 3-5467-4310 or E-mail: nii@idcj.co.jp. Thanks to ***Chitose Nii*** *for contributing this story.*

1996 IDG PUBLISHING DISCIPLINE FUNCTION MEETINGS

INFORMATION SERVICES
• March 24-27; Napa Valley, Calif.
Contact: Walter Crosby, Computerworld
Tel: 508-620-7794; Fax: 508-270-1194 or Mary Beth Regan, CW, Tel: 508-628-4885; Fax: 508-270-1194

FINANCE (U.S.)
• March 28 - 30; Napa Valley, Calif.
Contact: Stephen Daniels, Macworld
Tel: 415-243-0505; Fax 415-442-0766
or Bob Ainsworth, Infoworld
Tel: 415- 572-7341; Fax: 415-312-0558

HUMAN RESOURCES
• April 29-30; San Francisco
Contact: Martha Stephens, IDG HR
Tel: 508-935-4568
Fax: 508-935-4600

SALES MANAGER TRAINING
• May 1-3; Redwood Shores, Calif.
Contact: Martha Stephens, IDG HR
Tel: 508-935-4568; Fax: 508-935-4600 or Evilee Thibeault, Network World
Tel: 508-820-7420; Fax: 508-879-3167

FINANCE (EUROPE)
• May 7-8 (IDG); May 8-9 (IDC)
Marabella, Spain
Contact: Keith Arnot, IDG U.K.
Tel: 44-171-831-9252
Fax: 44-171-831-8767

MARKETING AND RESEARCH
• May 19-22; Monterey, Calif.
Contact: Kathy Dinneen, IDG Research
Tel: 508-370-0850; Fax: 508-370-0020
or Chris McAndrews, IDG Marketing Services/U.S. Tel: 415-676-3026
Fax: 415-705-6421

EDITORIAL
• July 14-16; Boston
Contact: Paul Gillin or Linda Gorgone, Computerworld, Tel: 508-879-0700
Fax: 508-875-8931 or John Gallant, Network World, Tel: 508-875-6400
Fax: 508-820-3467

STILL TO BE SCHEDULED:
• Online Services, contact: Tom Morgan, Interactive Services Group • Production, contact: Chris Cuoco, Computerworld
• Meeting Planning and Convention Services, contact: Lyndsey Pomella, Corporate Travel • Circulation, contact: Barbara Ruffner, InfoWorld

IDG New Job Opportunities Update
Monday, March 11, 1996

Associate Editor (CIO)
Individual will be responsible for editing copy for content, organization, clarity and completeness; working closely with in-house and freelance writers on story development, direction and focus; assisting in the idea-generation process and writing occasional short items. Requirements: Three years of feature editing experience a must. Framingham, MA
Contact: Patty Reilly-Lemire, patty_reilly@idg.com Phone: (508) 935-4734 Fax: (508) 935-4600

Copy Editor (CIO)
Individual will be responsible for editing copy for style, clarity and correctness; proofreading materials during production; and working closely with copy chief and art department to coordinate copy traffic. Requirements: Two years of copy-editing experience, preferably at a magazine. Attention to detail a must. Framingham, MA
Contact: Patty Reilly-Lemire, patty_reilly@idg.com Phone: (508) 935-4734 Fax: (508) 935-4600

Editorial Assistant (CIO)
Individual will be responsible for providing general support to the editorial department; fact checking and research. Requires excellent communication skills and ability to work independently. Framingham, MA.
Contact: Alana Jones, alana_jones@idg.com Phone: (508) 935-4315 Fax: (508) 935-4600

Senior Editor (CW)
Computerworld is looking for a senior editor for our busy editorial department. This is a high-level writing and reporting position. The ideal candidate will be experienced in covering technology, preferably with a weekly or daily. Requires 5 years' experience in business journalism. Burlingame, CA.
Contact: Tish Keefe, tish_keefe@cw.com Phone: (508) 879-0700 Fax: (508) 875-8931

Senior Writer (CW)
CW's editorial department is looking for an experienced writer to cover the multimedia and imaging beat. Responsibilities include assignments to report and write several stories per week about user organizations, new product announcements, conferences and technical developments within the computer industry and computer user community. Two years of professional journalism required, experience within the computer journalism field preferred. Framingham, MA
Contact: Susan Perry, susan_perry@cw.com Phone: (508) 820-8160 Fax: (508) 879-3760

Research Analyst, Data Communications (IDC)
The research analyst position will be responsible for the development, execution and production of market research and consulting projects in the Data Communications industry. Other responsibilities include writing research reports, providing analysis/forecasts and answering client inquiry. Requires excellent written & verbal communication skills and 2-4 years of industry experience. Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Research Analyst, Mass Market Telecommunications (IDC)
The Research Analyst will answer client inquiries and undertake competitive analysis of products and services of different telecom providers for both residential and small business segments. Requires excellent written and verbal communication skills and 2-4 years industry experience. Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Bookkeeper (IDG)
The individual in this position will be responsible for accounts receivable, cash receipts, accounts payable, vouchering and General Ledger data input for one or more IDG business units. Duties include vouchering A/P, entering and posting A/R and A/P to General Ledger. Requirements include a High School diploma, Accounting courses and 2 years of bookkeeping experience. Framingham, MA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Associate Project Editor (IDG Books)
Will act as a liaison between Editorial, Production and Manufacturing in managing each project so that all elements come together correctly and on time. Requires knowledge of layout, book publishing, Filemaker Pro, Excel, and Pagemaker. Organizational and prioritizing skills also required. Indianapolis, IN.
Contact: Jamie Maroney, jmaroney@idgbooks.com Phone: (317) 596-5222 Fax: (317)596-5240

Proofreader (IDG Books)
Will proof pages for spelling and grammar, make corrections to blueline proof and ensure that the book proof adheres to design and style convention. Macintosh experience required with proficiency in PageMaker, MS Word and Excel. Degree in English or Journalism preferred. Indianapolis, IN.
Contact: Jamie Maroney, jmaroney@idgbooks.com Phone: (317) 596-5222 Fax: (317)596-5240

PR Director (IDG/MSD)
The individual in this position will be responsible for the execution of IDG's Corporate PR program. Responsibilities include strategic development of communications plan, design of press releases, background briefing documents and related materials, as well as selection and management of PR agencies. Ideal candidates will have 4-8 years PR, corporate communications or marketing experience in both corporate and agency environments. Publishing/high-tech experience a plus. San Francisco, CA.
Contact: Michele Koethe, michele_koethe@idg.com Phone: (508) 935-4531 Fax: (508) 935-4600

National Accounts Analyst (IDG/MSD)
The individual in this position will assist in building advertising proposals, confirming contract rates, developing negotiation strategies with publications, analyzing competitive investments and researching prospect accounts. To succeed in this fast-paced, dynamic group, qualified candidates will possess the following: superior quantitative, analytical and communication skills, assertiveness, an interest in the hi-tech industry, an entrepreneurial spirit and strong attention to detail. San Francisco, CA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Research Assistant, Part-time (IDG Research)
The Research Assistant will assist with secondary research and information searches, maintain library resources, update databases, and perform general administrative duties. The ideal candidate will be a detail-oriented team player with strong customer service skills. Requires knowledge of MAC applications, 2 years of relevant experience and some college. Flexible schedule, 25 hrs. per week. Framingham, MA.
Contact: Alana Jones, alana_jones@idg.com Phone: (508) 935-4315 Fax: (508) 935-4600

Executive Editor (NSW)
Netscape World Magazine, a new IDG publication for consumer Internet users, is seeking an Executive Editor. The Executive Editor will build and lead a team of consumer and technical writers. In addition, he/she will help develop the business strategies for long-term success. The ideal candidate possesses 8-10 years of editorial management experience in consumer publications, superior writing, analytical and management skills, and a strong understanding of technology. Demonstrated strategic thinking and planning skills and an entrepreneurial spirit are essential to success in this position. San Francisco, CA
Contact: Steve Drace, steven_drace@idg.com Phone: (415) 312-7823 Fax: (415) 312-7878

Layout Editor (NW)
This individual will be part of a team that is responsible for all aspects of page production in the editorial department. You will work with members of section teams to arrange stories and graphics on pages and calculate lengths. In addition, you'll track art and copy through production cycle. The ideal candidate will be detail oriented, has excellent proofreading and organizational skills, and the ability to meet deadlines. Bachelor's degree in journalism or related field required. Experience in PC Pagemaker or QuarkXpress essential. Framingham, MA.
Contact: Danielle Volpe, dvolpe@nww.com Phone: (508) 820-7472 Fax: (508) 820-3340

Presentation Specialist (PCW)
The Presentation Specialist will work closely with others, taking raw information and quickly turning it into charts that communicate, and organizing files to make the information rapidly accessible and will be responsible for graphic design and printing of all PCW's presentations. Requires artistic and design skills, a thorough knowledge of PC presentation software, and a comfort with graphics. The ability to work in a fast-paced environment under tight deadlines is required. San Francisco, CA.
Contact: Alan Abrams, alan_abrams@pcw.com Phone: (415) 974-7437 Fax: (415) 974-7316

Sales Account Manager (PCW/MMW)
The individual in this position will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. He/she will also serve and maintain all advertising after the sale has been made. Prior experience in selling ad space for a computer publication is preferred. San Francisco, CA.
Contact: Mark Taussig, mark_taussig@pcw.com Phone: (415) 267-4560 Fax: (415) 974-7316

Please look forward to the complete list of job opportunities across IDG on Monday, March 25

List Services Gears up for Wave of New Business

Bolstered by its successful venture into the list brokerage business and lucrative list rentals, the staff of IDG List Services is working hard to surpass FY95's exceptional performance.

"We had a great 1995," said IDG List Services President **Deb Goldstein**. "Revenue was 23% above FY94, and 95% of the lists we manage were significantly over plan."

The company manages 18 lists on behalf of other IDG business units, a combination of publication subscribers and attendee files from shows in which IDG has an interest, such as MHA Event Management's MACWORLD Expo. List Services also manages lists for three non-IDG clients.

Companies that purchase lists include firms that produce hardware and software products, organizers of IT-related seminars and trade show companies.

The addition of a brokerage service was the big news for List Services in 1995. While a list manager works on behalf of the list owner, a list broker represents the mailer. "The addition of the brokerage business made us a full-service list company," Goldstein said. "We're a contender!"

THE IDG LIST SERVICES TEAM HUDDLES AROUND THE *camera for photographer and colleague* ***Andrew Sambrook****. Clockwise from lower center:* ***Stephen Tozeski, Dan Chupka, Pat Sims, Nancy Hannagan, Mary Ann Doolin, Christine Cahill, Deb Goldstein*** *and* ***Lisa Golden****.*

Andrew Sambrook, manager of brokerage services, acts as the mailer's partner and assists with any facet of the mailer's direct marketing plans. Sambrook will brainstorm direct mail strategies, conduct list research, get list counts, place the list order and handle list trafficking (i.e., make sure the lists get delivered properly). He will help a mailer order any IT list on the market, so his scope of work may include but is not limited to IDG list products.

Many of the mailers Sambrook works with are IDG advertisers who have been referred to him by sales reps from IDG publications. There are outside clients as well, and they too are involved in the direct marketing of high-tech products.

Brokerage activities represent a promising new revenue stream for List Services. Sambrook has had a 64% increase in business from February 1995, when he started the service, through the first quarter of FY96.

"We have terrific momentum now, and we're just a few big accounts away from adding more people," Goldstein said. "The whole staff of IDG List Services is working hard to handle the unit's growth; they've really stepped up to the challenge."

Who's Who in List Rentals

The four main players in the list business are:

The List Owner: *InfoWorld*, e.g., owns the list — the names, addresses and demographic data of its subscribers.

The List Manager: IDG List Services manages *InfoWorld*'s list on the publication's behalf. List Services is responsible for the marketing and sales of the list. The myriad of responsibilities includes inbound and outbound calls, order processing (i.e., ordering the list from the list rental service bureau that maintains the list), advertising, and promoting the list at IT industry and direct marketing trade shows.

The List Broker: The list broker represents the mailer. The broker will take a call from a list mailer such as Novell, that wants to promote a new product to potential users. The broker will identify the kinds of names that would be most appropriate (which may or may not include names from IDG lists), place the list orders and consult with Novell on direct mail strategies.

The List Mailer: The list mailer is a company such as Novell that wants sales leads for a product. List mailers drive the list rental business. They know their target audience, how many names they want (anywhere from a few hundred to hundreds of thousands), and other specifics such as geographic location, but don't know how to get the names. And so, they turn to a list manager or a broker to identify lists with the combination of demographics they seek.

HOT LISTS

The subscriber lists for *InfoWorld* and *Network World* are IDG List Services' top products. One of the reasons *InfoWorld* names are in demand, said IDG List Services President Deb Goldstein, is because *InfoWorld*'s direct competitors are not in the list rental market. "Take *PC Week*. They would rather sell advertising space and not lists. [Their list manager] Ziff List Services is just not service oriented," Goldstein pointed out. "IDG capitalizes on that. *Network World* and *InfoWorld* are in demand because of the quality of their readers. There's lots of data available on them [through the controlled circulation qualification forms], so it makes it easy for mailers to target a specific audience."

NOTEWORTHY

PROMOTIONS

WEINBERG

Neil Weinberg, formerly the senior editor on *Computerworld*'s telecommunications beat, has been promoted to assistant news editor. He will be working alongside News Editor **Tish Keefe**, assigning stories and managing the content of *CW*'s news pages. "I'm looking forward to working with Neal," Tish said. "Besides his wry wit and ready smile, Neal comes to his new post with years of daily newspaper editing and management experience. Combined with his sharp news judgment, I couldn't ask for a better partner!"

NEW EMPLOYEES

IDG Books welcomes a pair of new employees. **Don Sypnicki** is a royalty accountant in the Foster City, Calif., office. Most recently a staff accountant at LXR Biotechnology, Inc., Don earned a BS in business administration from California State University/Sacramento. Don enjoys volunteer work, reading and tinkering with computers.

Lisa Rede is an administrative assistant for Dummies Press in Foster City. Before joining IDG Books, Lisa worked as a risk management specialist for a human resources company in Phoenix. A graduate of New Mexico State University, Lisa has a bachelor's degree in business administration. She enjoys country dancing, rollerblading and volunteering in her community.

Richard Groth, Jr. has signed on as Eastern regional account manager for *Publish* magazine. Before joining the company, Richard was district manager for Sentry Publishing. He has a BA in communications from Cleveland State University and outside the office serves as chairman of the Franklin, Mass. School Committee. Richard also enjoys golf and coaching youth sports.

Erin O'Neill is a system administrator at IDG Interactive Services Group in San Mateo, Calif. Erin graduated from San Jose State University with a BA in theater arts and lists black-and-white photography, theater and exploring the Internet as her free-time pursuits.

Siobhan Santinelli has been hired as senior reviews editor for *InfoWorld*. Siobhan originally joined *InfoWorld* in November 1990 and left the company three-and-a-half years later as associate reviews editor. Most recently West Coast department editor for *PC Week*, Siobhan has a BA in English from San Jose State University.

Caroline Farmer has joined *InfoWorld* as associate editor, reviews and testing for the Enterprise Computing team in San Mateo, Calif. Caroline has a master's in journalism from the Medill School of Journalism at Northwestern University where she concentrated in magazine publishing. Caroline counts skiing, aerobics and movies as her outside interests.

Lori Mitchell is an analyst in InfoWorld's San Mateo office. Lori studied computer science at the College of San Mateo and outside the office enjoys time with her two children and remodeling her home.

Robyn Looby is a business solutions specialist, also based in San Mateo. Robyn, who will work developing Lotus Notes applications, has a BS in accounting and a BS in computer information systems from the University of Southern Alabama.

Jim Balderston has signed on as a reporter whose beat will be the Internet. Before joining *IW*, Jim was a political reporter for the *San Francisco Bay Guardian*. A graduate of Colorado College with a BA in history, Jim enjoys fly fishing, golf and surfing the 'net.

IDC Government in Falls Church, Va., welcomes **Dana Moore** as a regional sales manager. Most recently an account manager at UB Networks, Dana earned a BS in electrical engineering from the University of South Carolina. Dana is a wine aficionada who also enjoys scuba diving.

Previously a staff writer for *Digital News*, **Diana Hwang** is a senior industry analyst for IDC in Framingham. Diana has an MS in science journalism from Boston University and a BS in biology from Tufts University. She enjoys volleyball and fiction writing.

TRANSFERS

Diane Mehta, formerly associate editor, reviews for *InfoWorld*, has joined *Multimedia World* as associate editor, reviews. Diane earned a master's degree in literature from Boston University.

ETCETERA

On Feb. 18 the *Federal Computer Week* racecar, driven by reporter **Dan Carney**, marked its 1996 season debut at the Tom Nehl Classic in Savannah, Ga. Faced with more than a dozen teams from the joint SCCA/United States Auto Club (the Indy 500 people) professional series, the outlook was not promising, but Carney finished in the top 10, with a seventh place against the professional competition in a field of 17 cars. Carney is looking forward to next month's race at the Summit Point Raceway — *FCW*'s "home track."

ADDRESS CHANGES

***ComputerWorld Kiev* has moved its offices to:**

15, Vossoyedeanenija pr-t
Kiev-160, 253660
Ukraine

tel: 44-553-5547
tel/fax: 44-553-1940

■ ■ ■ ■ ■ ■ ■ ■ ■

Information Computer Enterprise has moved to:

Zarechnaja ul., 15/7, korp. 1
121087 Moscow
Russia

tel: 7-095-145-4519
fax: 7-095-145-5962

E-mail:
editors@mpk.ac.msk.ru (*Mir Pk/PCW*)
editors@sety.ac.msk.ru (*Sety/NW*)

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Walter Schönberger - IDG Germany

SIXTEEN YEARS
Ed Scannell - InfoWorld

FOURTEEN YEARS
Fernando Moran - IDG Spain

THIRTEEN YEARS
Dave Vellante - IDC
Dorthe Theordoraki - IDG Denmark

TWELVE YEARS
Christina Spence - IDG Central Services
Leslie Barton - Macworld

TEN YEARS
Melanie Guy - Computerworld
Jack McDonough - Network World

NINE YEARS
Anne Foley - Macworld

SEVEN YEARS
Carol George - Computerworld

SIX YEARS
Andrew Ware - IDC
Melissa Riofrio - PC World
Kathy Poppenhagen - Macworld

FIVE YEARS
Chris Whelan - IDC
Curtis Price - IDC
Brad Bass - FCW Group
Kristin Kueter - InfoWorld
Laurie Durlester - InfoWorld
Janna Custer - InfoWorld

FOUR YEARS
Karen Gowe - IDC
Elizabeth McPherson - IDC
Aleida Hernandez - IDC
Ayla Güner - IDG Turkey
Nancy Coy - Computerworld
Leticia Lehane - Computerworld
Lilian Christiansen - IDG Denmark
Marianne Fajstrup - IDG Denmark
Henri Gillares-Caillat - IDG France
Matthieu Thfoin - IDG France

THREE YEARS
Chris Yalonis - IDC
Eric Lewis - IDC
Tim Clarke - Int'l Publishing Svcs.
Maria Elena Medina - IDG Mexico

TWO YEARS
Garry Vlass - IDC
Tom Lahive - IDC
Gene Lee - IDC
Torgeir Vikan - IDG Norway
Lisa Hilton - InfoWorld
Christine Cahill - IDG List Services
Dinesh Kumar - IDC New Zealand

ONE YEAR
Namrita Sethi - IDC
Brian Burba - IDC
Jenny Sewell - IDG Australia
Vibeke Ø. Jacobsen - IDG Norway
Tore Fokstuen - IDG Norway
Robyn Damiani - InfoWorld
Craig Silverman - IDG
Julie Campagna - PC World
Jennifer Hauser - PC World
Sarah Kennedy - IDG Books
Patrick de la Cruz - IDG Books
Romano Scabini - IDG Italy
Eugene Wong - IDG Singapore
Sandy Fong - IDG Singapore

GLOBAL SUMMIT

continued from page 1

most pressing marketing issues faced by IT companies today.

"The strategy is to show clients and agencies all the ways IDG can give their companies a competitive edge," said **Peter Horan**, president, IDG Marketing Services/U.S. "We consistently reinforce the concept that IDG is global, knowledgeable about IT markets and marketing, and very successful."

The Summit featured panels with top marketers from Hewlett-Packard, Microsoft, IBM, Sega and Novell, as well as presentations by Harvard Business School professor Richard Tedlow, leading strategy consultant Adrian Slywotzky and Federal Communications Commission Chairman Reed Hundt. Hundt made his remarks by video, as the passage of the telecommunications bill into law precluded his appearance.

The Summit also provided an opportunity for direct IDG participation in the agenda. IDG presenters included IDG President **Kelly Conlin**, who discussed guidelines for effective global marketing management; IDC Senior Vice President **John Gantz**, who outlined market trends in home computing; and Interactive Services Group President **Tom Morgan**, who demonstrated a prototype of IDG's vision of online marketing.

In addition, IMS/Europe President **Jeff Meers** and IMS/U.S. Director of Strategic Research **Scott Kleinman** presented the results of "Branding in the Enterprise: U.S. and Europe," the most recent component of IDG's "Buying IT in the '90s" research series. *WebMaster* Editor and Publisher **Lew McCreary** led a discussion on marketing on the Internet, while **Mike Rogers**, executive VP of national accounts, IMS/U.S., moderated a panel on the consumer market.

This year's Global Summit was well-received, as comments like Janz's attest, but formal evaluations aren't the only measure of success. "The best feedback is when a senior marketing executive calls up and says that his colleagues told him he needs to attend the Summit because it is the premier marketing event of the year," Horan noted.

In addition to focusing on global marketing, the 1997 Global Summit will devote more time to the Internet and measuring the return on marketing investment.

SUMMIT ATTENDEES VOTE ON INTERNET ISSUES

IDG used "insta-poll" technology to measure attendees' views on a variety of marketing issues. Attendees used remote control devices at their seats to respond to questions. Among the findings:

75% said communicating brand or product information, rather than delivering customer service or selling goods, would be their company's best use of the Internet in the next year. And, though acknowledging its potential, 60% expressed disappointment in the Internet so far.

OFF LINE

Congratulations to all our enthusiatic caption contributors! Winner Sandra Gittlen will have a choice between an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* keychains.

HONORABLE MENTIONS:

"I know this is unusual, but which of these candidates best represents the changing face of the Republican party?"

- Tony Stagnitta
IDG Australia

"He could have downloaded that tie to confuse you."

- Robert Springer
IDG Books Worldwide

"Can you remember what type face the person had?"

- Rick Popko
Multimedia World

"One of these things is not like the other. One of these things just doesn't belong. Can you tell me which one is not like the other before I end this song?"

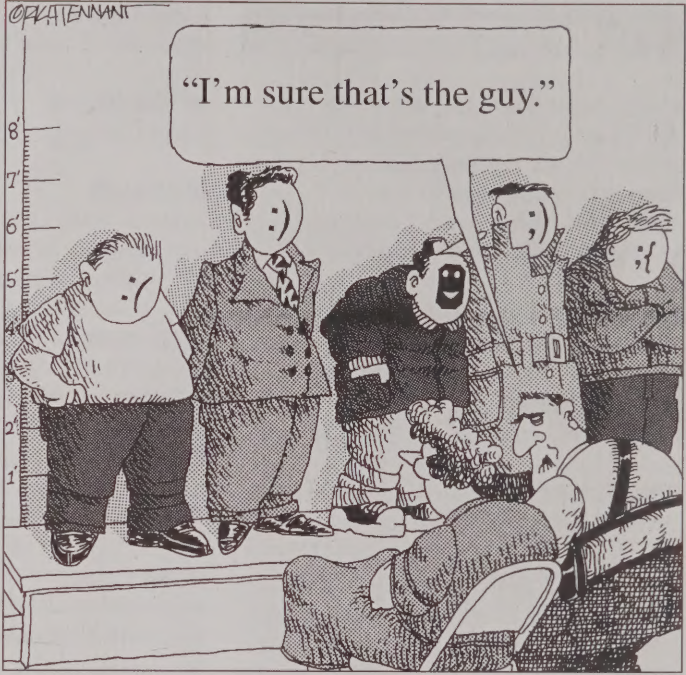
- Doreen Ferguson
IDG

Punk-uation.

- Scott Magoon
IDG News Service

"Frankly, finding an honest computer salesman with a straight smile is a little difficult."

- Simon Salamon
IDC/LINK



A self-proclaimed technophobe, Martha is unwilling to pinpoint the guy who told George 'have a nice day' in his E-mail.

- Sandra Gittlen
Network World

"No, Mrs. Halifax, none of these suspects came in with a milk mustache, but I think it's obvious that one of them has been eating Oreos."

- Tammy Castleman
IDG Books Worldwide

"This is a lineup, Agnes, not an audition for X-Files."

- Maridee Ennis
IDG Books Worldwide

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 26, Number 12

March 18, 1996

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CHINESE EMPLOYEES IN BEIJING CELEBRATE A DECADE OF SERVICE WITH PAT McGOVERN
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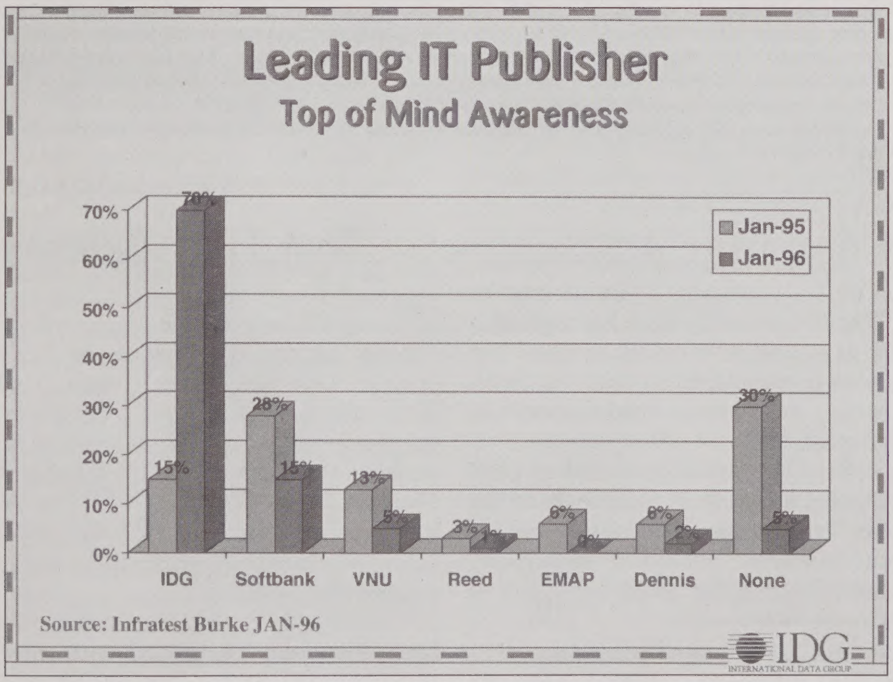
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Survey Finds IDG Name Making Huge Strides in Europe



Source: Infratest Burke JAN-96

AMONG EUROPE'S TOP IT VENDORS AND AGENCIES, IDG IS CONSIDERED THE *leading IT publisher by a margin of almost five-to-one over second place Softbank, according to an independent survey conducted by Infratest Burke. The survey, which has been conducted by Infratest Burke for two consecutive years, reflected the enormous gain in name recognition achieved by IDG during the intervening 12 months.*

While IDG publications such as Spain's *PC World España* and Germany's *Computerwoche* have long dominated their local markets, the IDG name itself has not always fared as well throughout Europe. That, however, is no longer the case, according to a recently completed independent survey of leading European agencies and IT marketing directors. In fact, 99% of those surveyed now recognize IDG as a leading global publisher of IT-related material.

The European IT Publisher Awareness Survey, conducted by Infratest

•CONTINUED PAGE 5•

IDC Establishes Eighth Latin American Research Center

The official opening of IDC's Latin America Research Center in Coral Gables, Fla., on March 1, set in motion the company's eighth Latin American venture. The new office, staffed by Senior Analyst **John-Marc Clark** and Consulting and Operations Manager **Eric Prothero**, was established to coordinate ongoing research activities among IDC Latin America operations in Mexico City; Caracas, Venezuela; Bogota, Colombia; Buenos Aires, Argentina; Santiago, Chile; São Paulo, Brazil and Mountain View, Calif.

IDC'S LATIN AMERICA RESEARCH CENTER *is housed in the historic La Puerta del Sol Building, erected in 1923 as the northern entrance to the city of Coral Gables, Fla.*

•CONTINUED PAGE 2•

IDC LATIN AMERICA

continued from page 1

IDC Latin America selected Coral Gables because of its strategic positioning in the midst of metropolitan Miami. According to Clark, Miami has rapidly established itself as the center of U.S.-Latin American commerce, earning the title "Gateway of the Americas." The Florida site houses a library with the world's most extensive collection of Latin American IT research.

The creation of the Latin America Research Center follows last year's opening of IDC's first wholly owned subsidiary in São Paulo, catering to a market that absorbed over 48% of Latin American IT spending in 1995.

Proximity to Brazil and to the rest of Latin America has drawn many leading IT vendors to Miami to establish Latin American divisions and headquarters. "The new focus by vendors to locate major service, support, software and professional service talent in Miami has created new demand for a broad range of IDC services designed to keep executives informed of industry trends and their impact on Latin American markets," Clark said.

A tremendous amount of work went into preparing the new office. **Ann Clark**, **Larry Bishop**, **Stephanie Kreitner** and **Lisa Bloom** provided a great deal of assistance throughout the start-up phase, and both Clark and Prothero relocated from IDC's Mountain View office.

IDC's 1996 research plan for Latin America includes core market share, forecasting and qualitative analysis of personal computer and multiuser systems including Unix systems, workstations, LAN servers, desktop printers, LAN and internetworking products, RDBMS applications, engine/server and 4GL development tools software, professional services, and maintenance and support.

For more information contact Eric Prothero or John-Marc Clark at tel: 305-445-0955, fax: 305-445-0956, E-mail: eprothero@idcresearch.com or jclark@idcresearch.com.

800 Douglas Road
La Puerta del Sol, Suite 240
Coral Gables, Fla. 33134

IDG Marketing Services, Clients and Guests Head for the Hills

CLOSE TO 100 CLIENTS, GUESTS AND IDG EMPLOYEES SPENT A RELAXING JANUARY *weekend skiing and mingling at Stratton Mountain, Vt., during the fourth annual "Ski IDG" event sponsored by IDG Marketing Services/U.S. Dining companions for dinner one evening were (left to right): Ken Moosher, Shell Mullaney; Mark Senno, guest; Melissa Ostrow, guest;* ***Bob Ostrow****, PC World Eastern advertising director; Marian Cicolello, Ammirati & Puris/Lintas; and Virginia Row, Michael Milligan and Denise Lacombe, Ogilvy & Mather. Staff members from CIO, Computerworld, InfoWorld, Macworld, Network World and Multimedia World also participated.*

Computer Associates to Host IDG Editors

The IDG News Service has organized its second Editors Day of 1996. The event is scheduled for April 5 at Computer Associates headquarters in Islandia, N.Y.

Top CA executives, including CEO Charles Wang, will participate in the day-long session. Discussions will focus on several "hot topics" including:

- Extending the IT infrastructure to the WWW.
- Multimedia and the Web.
- Business applications for the virtual enterprise.

Wang will be available for a question-and-answer period following the day's presentations. The event is open to all IDG editors and reporters, however, space is limited. Anyone interested in attending is encouraged to RSVP to **Scott Magoon** at the IDG News Service as soon as possible. Tel: 617-423-1308; Fax: 617-423-0712 or E-mail: scott_magoon@idg.com.

Upcoming Editors Days are currently being planned with a number of other vendors including Netscape and Siemens Rolm.

ONLINE FUNCTIONAL MEETING SET FOR JUNE

The annual IDG Online Functional Meeting has been scheduled for June 25-27 at the Hotel Sofitel in Redwood Shores, Calif. Scheduled to speak are Dan Hesse, head of AT&T WorldNet, and many vendors who supply Web publishing tools.

For more information contact Interactive Services Group President Tom Morgan at tel: 415-312-7895; fax: 415-312-7878; E-mail: lynann@factory.net.

ON LINE

DON KENNEDY

IDG Australia's managing director is this week's guest columnist. Part 1 of this column appeared in the March 11 issue.

Q With Asia considered by many to be the hot region of the '90s, what does that mean for Australia? Are you part of Asia?

A Are we part of Asia? Your geography book will tell you that Australia is a separate continent and not part of Asia. In reality, though, that is a question that is often hotly debated whenever the government leaders of the Pacific region get together — and not all Asian leaders are sure they want Australia to be thought of as part of Asia.

Regional politics aside, the key arguments in favor of considering Australia as part of Asia are proximity (and lack of proximity to anywhere else). The Asian countries are obvious trading partners, and Australia has been a leader in promoting the creation of an Asia-Pacific equivalent of the European Community.

In the IT market, however, Australia is very much unlike its Asian neighbors. We are a relatively mature technology market, and our projected rate of growth is dramatically lower than countries to the north of us. In fact, our market profile and future is much more similar to Europe than Asia.

The benefits of the Asian IT growth will probably not be seen in our local IDG publishing business. However, we do expect to see lots of opportunities for our locally based technology companies. Also, we expect more multinationals will choose Australia as their regional headquarters because of our proximity and excellent communications.

What are the biggest challenges facing IDG Australia in the coming months?

Oh boy, this could be a 12-part mini-series, but I'll try to limit it to a few areas we're addressing. Our single biggest challenge is to produce the very best information packages for Australia's technology buyers and users. In a small market like ours (less than 18 million people), we are guaranteed success only if we are No. 1 in each of our fields of expertise.

At a recent company meeting, we identified key areas, and we now have three workgroups in the company addressing them. The workgroups' mission is to identify opportunities in these areas, develop proposals and quantify the business benefits of those proposals in time for them to be incorporated into the next three-year plan.

The three areas are:
1. Knowledge sharing. We must develop ways of collecting better information about our markets and sharing it in a more timely fashion with the people who need that information as part of our team.
2. Internal communications. As we have grown larger and added new titles, we have to modify our infrastructure to better share information about our co-workers, our products and our business.
3. Technology. We've made big gains in the past few years in bringing technology on board. However, the goals of the first two workgroups won't happen if the backbone isn't in place and running well.

Do you face any issues as an American heading up an Australian company?

Not really. There are some cultural and legal differences I've had to learn about, (for example, our defamation laws are significantly more restrictive than those in the U.S.). And of course, I've had to learn the local vocabulary. For example, Americans quickly learn that they "barrack" for a sports team since the alternative has an entirely different meaning here. But my wife Linda and I have found Australians to be the most hospitable and friendly people we've ever encountered.

It will probably surprise most Americans, but Australia has become the true melting pot of the world. That's certainly true of IDG where about one-third of the people we have working with us were born overseas in such countries as England, Ireland, Wales, New Zealand, Germany, China, South Africa, the U.S., Canada, Norway and some I'm sure I've missed. And by the way, while I am an American and will remain one, I am also becoming an Australian. Linda and I will take out Australian citizenship this year. (Dual citizenship is permitted between Australia and the U.S.) So next time around, you can ask me if I face any challenges as an Australian working for a U.S.-based company!

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet (world_update@idg.com).

IDG EMPLOYEES ENTITLED TO FREE PASSES TO E3

The second annual Electronic Entertainment Expo (E3) will be held May 16-18 at the Los Angeles Convention Center. The trade show — an Interactive Digital Software Association (IDSA) event — will include a conference program examining consumer trends, business opportunities, legal issues and technology. Interested IDG employees are eligible for one free pass to the show.

The 1996 E3 is produced by Infotaiment World and MHA Event Management. The conference program, which runs for the first two days of the show is divided into four tracks: Predicting the Future: Trends in the Market; Retail, Marketing and Distribution: Playing to Win; The Creative Team: Technology and Content; and Finance, Business and Law: The Rules of the Game.

E3, which has already sold out its 445,000 square feet of exhibition space, features interactive entertainment, educational software titles and video games, among others.

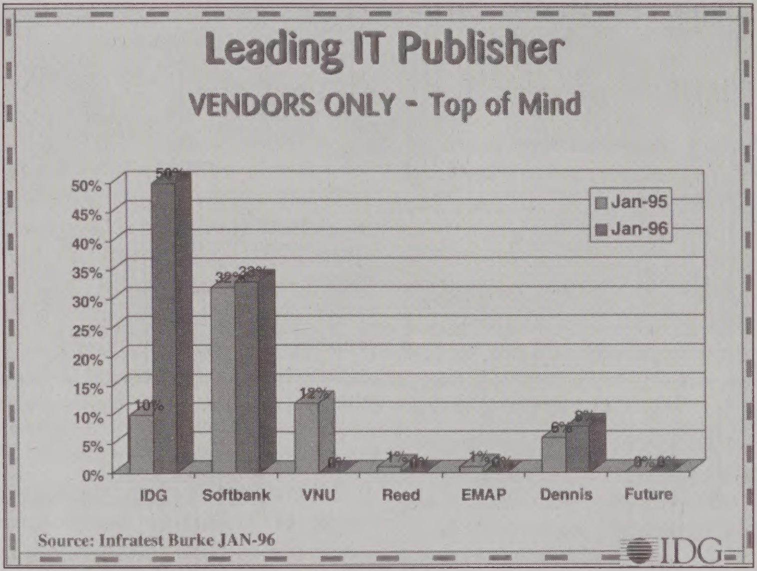
E3's 1995 debut registered as the second biggest first time trade show in U.S. history and drew 40,800 attendees and 420 exhibitors. The first show was produced by IFTW and endorsed by the IDSA as the industry's official trade show.

E3 is the first exposition exclusively dedicated to the interactive entertainment industry — a $10 billion industry in the U.S. and a $19 billion industry worldwide.

For more information see the E3 Web site at http://www.mha.com/e3/; for a free pass (exhibits only) send a fax (415-349-7697) with your name, business unit, address, telephone and fax numbers.

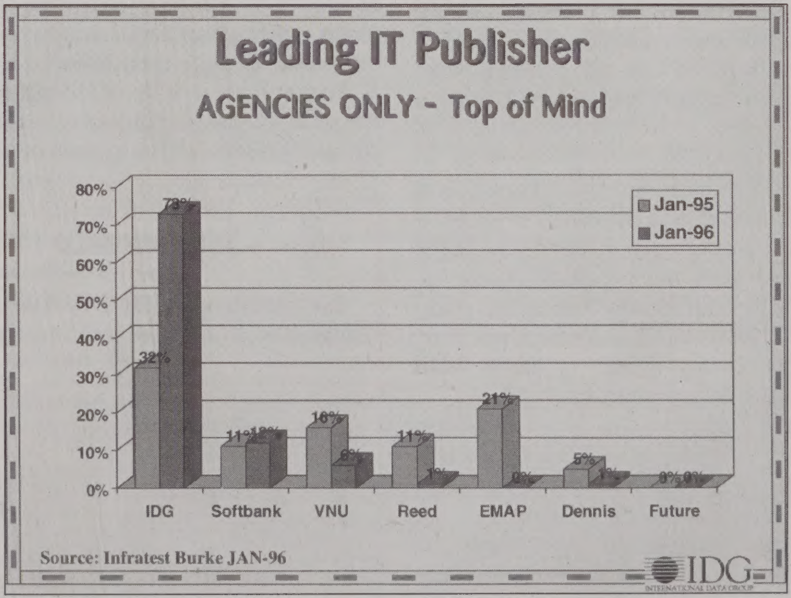
IDG Makes Impressive Gains Among Key Vendors, Agencies Throughout Europe

A comparison of the results of the European IT Publisher Awareness Survey conducted by Infratest Burke from January 1995 with those from January 1996 makes it clear that IDG is well on its way to establishing itself as the premier publisher of IT magazines and newspapers throughout the continent.



Source: Infratest Burke JAN-96

In 1995, only 10% of surveyed vendors picked IDG as the leading IT publisher; by January 1996 that number rose to 50%, far ahead of No. 2 Softbank with 33% of the vote.



Source: Infratest Burke JAN-96

Among agencies, the results were even more impressive. In January 1995, just 32% of agencies picked IDG as the leading IT publisher; by January 1996 that number had more than doubled to 73%. Softbank was a distant second with just 12% of the vote.

IDG New Job Opportunities Update
Monday, March 18, 1996

Business Manager (ExecuTrain)
As the CIO, this position will lead and direct the selection, development and support of all information systems for ExecuTrain Corp. and franchises to include data management systems, global communications and e-mail systems. Requires 10 years of leadership
experience in IS including significant experience as CIO or equivalent. Multi business unit experience using client server environments is strongly desired. Requires strong telecommunications set-up experience. Atlanta, GA.
Contact: Bev Franzen, bevf@executrain.com Phone: (770) 667-7700 Fax: (770) 664-2006

National Marketing Manager (ExecuTrain)
Responsible for national marcom programs, including marketing intelligence (competition, research), advertising, direct response programs, ad agency and other vendor supervision. Some assistance in international campaigns. Atlanta, GA.
Contact: Susan Segars, susans@executrain.com Phone: (770) 667-7700 Fax: (770) 664-2006

Vice-President, Home PC/Interactive Media (IDC)
The IDC/LINK office in New York is looking for a Vice President of the Home PC/Interactive Media program to develop and execute custom consulting projects, be responsible for project management and financial results as well as supervising research analysts. To qualify, you must possess 7+ years' IT industry experience and have strong written and oral communication skills. New York, NY.
Contact: Debbie Bernardi, dbernardi@idcresearch.com Phone: (508) 935-4361 Fax: (508) 935-4610

Research Analyst, Leasing Planning Services. (IDC)
The research analyst will be responsible for the development, execution and production of market research, residual values and consulting projects in the workstation area. Other responsibilities include writing research reports, providing analysis/forecasts and answering client inquiry. Must have excellent written and verbal communication skills. Requires 2-4 years of industry experience. Framingham, MA.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Research Analyst, Wireless Communications (IDC)
We are seeking an analyst to perform basic primary research, answer client inquiries, and prepare bulletins and reports on the wireless industry. The successful candidate will have demonstrated customer interaction skills, be detail oriented, have accomplished writing skills, and a willingness to learn the industry and contribute to the growth of the wireless communications research program. BS/BA required, MA a plus. Austin, TX.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Senior Sales Manager (IDC)
The ideal candidate possesses a strong understanding of the computer and user markets. He/she is responsible for working with the existing team on account penetration strategy and assisting in defining which IDC resources best suit the user market. Requires proven sales and marketing experience and knowledge of the user market. Position location negotiable.
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Senior Analyst, Latin America (IDC)
IDC's new Miami, Florida office is looking for a Senior Analyst to be responsible for completing multiclient research reports and special consulting projects for the Latin America research clients. Responsibilities include editing reports, analyzing data, business development, and managing relationships with local country offices. The candidate must have strong analytical and writing skills and a knowledge of the IT industry. Requires 3-4 years business and/or international experience. Spanish/Portuguese required. BA required, MS a plus. Miami, FL.
Contact: Debbie Bernardi, dbernardi@idcresearch.com Phone: (508) 935-4361 Fax: (508) 935-4610

Client Service Representative (IDC)
Seeking an individual responsible for maintaining the client and prospect database, generating all office correspondence (including proposals, letters, memos, special database reports and presentations), generating monthly sales forecast, and sending welcome kit packages for all renewals and new business clients. Also responsible for maintaining strong customer relations, tracking sales orders and assisting on-site library guests. Individual must have excellent written and verbal communication skills, be proficient with Word, Excel, Powerpoint and Filemaker on a Macintosh and possess the ability to work well in a fast-paced, multi-tasking environment. Knowledge of the computer industry essential. Irvine, CA.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Internship, Collaborative Computing (IDC)
We are seeking an individual to be responsible for coordinating and writing primary research in the areas of collaborative computing, including such segments as: document management, groupware and group scheduling. Excellent writing and communication skills are required. Strong marketing research skills and a familiarity and strong interest in the information technology industry a plus. Solid command of PC computing skills (wordprocessing, spreadsheet) required. Framingham, MA.
Contact: Elizabeth Martin, emartin@idcresearch.com Phone: (508) 935-4649 Fax: (508) 935-4610

Advertising Director (IDG/Newsletters)
In this position you will build and lead our ad-sales team. To qualify, you'll have 4+ years of experience selling space ads to major software and hardware companies. Excellent communication, project mgmt., and people skills are a must. Previous experience building and managing budgets is a plus. Boston, MA.
Contact: Lori Connolly, lori_connolly@idg.com Phone: (508) 935-4791 Fax: (508) 935-4600

Executive Assistant (IFTW)
The Executive Assistant is responsible for facilitating and expediting incoming and outgoing communications for the president/publisher. Position requires initiative, motivation, and professionalism, as well as effective communication, organizational, and time management skills. Must have excellent attention to detail, 3+ years administrative experience, and Macintosh proficiency. San Mateo, CA.
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Conference Coordinator (IFTW)
This person will support the Conference Manager to implement and develop conference program for industry trade shows. Responsibilities include coordinating all aspects of conference program including day-to-day contact with speakers, on-site logistics, and conference proceedings. Requires 3 years of related experience, industry knowledge, and excellent communication skills. Must be proficient on the Macintosh; experience with FileMaker Pro preferred. College degree preferred. San Mateo, CA.
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Marketing Manager, PCE (IFTW)
The successful candidate will be responsible for advertising sales support, promotions, public relations, trade show support, and other marketing projects. Must have strong writing skills, and be a self-starter. We are seeking candidates with experience in publishing or the video game industry, with a promotions, marketing, public relations or advertising background. San Mateo, CA.
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Eastern Regional Manager, GP (IFTW)
The person in this position will create effective sales strategies, establish aggressive sales targets to ensure growth of GamePro, and meet advertising revenue goals for the Eastern Region. Requires 5+ years of advertising experience, preferably in the consumer publishing industry. Proven closing and creative problem-solving skills, team-player attitude, excellent communication and organizational skills and travel also required. Hackensack, NJ.
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Inside Sales Executive, Expos (IFTW)
You will be responsible for contacting new show prospects and managing client relationships. Three to five years of sales experience and BS/BA preferred. The ability to manage multiple tasks and strong communication and organizational skills are essential to success in this position. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Event Planner (NW)
This newly created position will work closely with our President to plan and coordinate the Network World Global Product Support Center. This involves coordinating the annual product line meeting and global research projects, providing all aspects of meeting planning and logistics, handling all the administrative duties associated with the meeting as well as assisting with Network World licensing agreements. The ideal candidate will be extremely detail-oriented, possess meeting planning experience, and be able to handle a wide variety of duties. This person will work with a cross section of Network World departments and will coordinate across many international IDG companies. Multi-lingual is a plus and some overseas travel is required. Framingham, MA.
Contact: Mary Cornetta Brown, mbrown@nww.com Phone: (508) 820-7474 Fax: (508) 820-3340

Executive Editor (NSW)
Netscape World Magazine, a new IDG publication for consumer Internet users, is seeking an Executive Editor. The Executive Editor will build and lead a team of consumer and technical writers. In addition, he/she will help develop the business strategies for long-term success. The ideal candidate possesses 8-10 years of editorial management experience in consumer publications, superior writing, analytical and management skills, and a strong understanding of technology. Demonstrated strategic thinking and planning skills and an entrepreneurial spirit are essential to success in this position. San Francisco, CA
Contact: Steve Drace, steven_drace@idg.com Phone: (415) 312-7823 Fax: (415) 312-7878

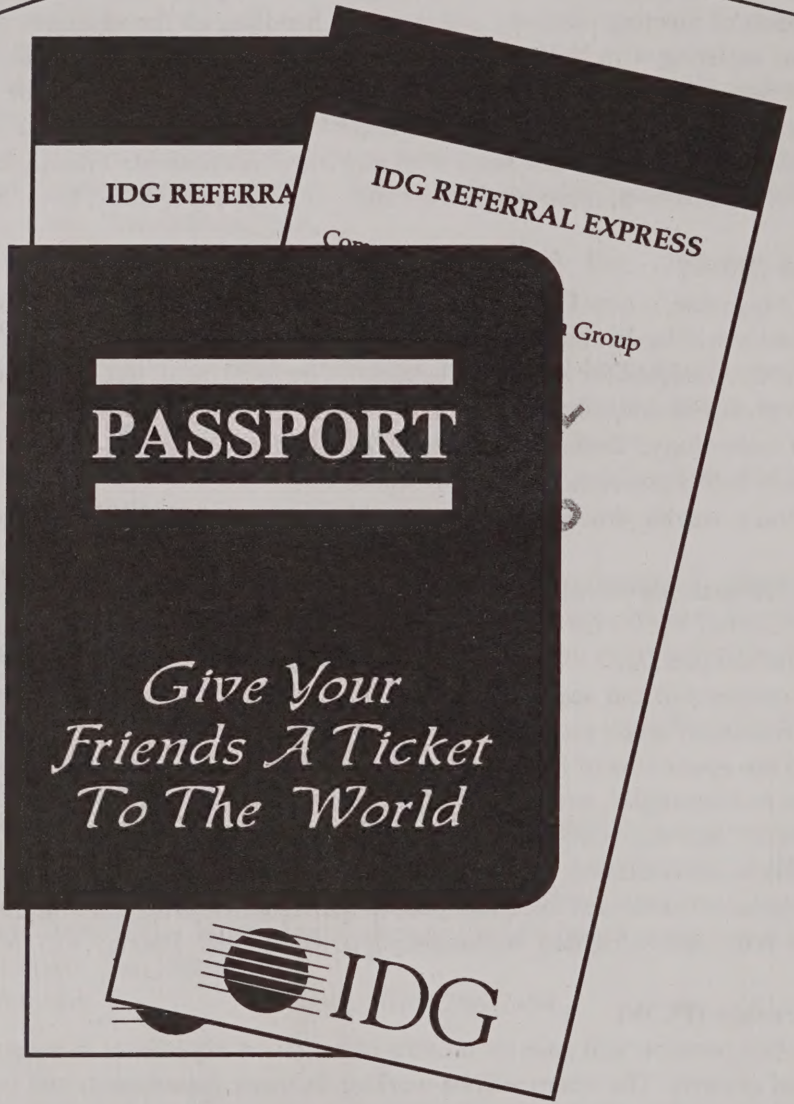
Vice-President, Business Development (PCW)
Reporting to the CEO of PC World Communications, the V.P. Business Development is responsible for identifying promising markets and products, evaluating business operations and competitive conditions, and determining profitable entry, partnership and acquisition strategies. Applying financial and forecasting techniques, the V.P. will determine investment levels required to start and sustain new print and electronic publishing ventures. The V.P. will analyze the operations of likely acquisitions and the markets in which they compete, recommend financing sources and strategies, and aid and often lead acquisition and partnership negotiations. Candidates should have an MBA, MS Accounting, or equivalent, with 5-7 years financial and operational experience in publishing, media/communications, or related consulting, preferably in an entrepreneurial environment. Superior written and interpersonal skills and excellent people-management skills are required. San Francisco, CA.
Contact: Richard Willoughby, richard_willoughby@pcworld.com Phone: (415) 978-3321 Fax: (415) 974-7316

Flugelman Internship (PCW)
The candidate in this position will gain six months of hands-on experience in research, reporting, editing, writing news, features and reviews. The intern will be working in many departments and with many editors. Candidates should be seeking a career change into the field of journalism. Writing, editing, and computer experience is a plus. San Francisco, CA.
Contact: Christina Wood, christina_wood@pcworld.com Phone: (415) 978-3321 Fax: (415)974-731

Management Associate (PCW)
PC World's Management Associate's Program is seeking candidates with a combination of impressive academic records and management roles in publishing-related extracurricular activities and/or previous experience in print or electronic media. Management Associates assist the CEO in analyzing the level of financial commitment, types of resources, competitive and marketing strategies required to bring one or more new publishing-related business ventures to market. San Francisco, CA
Contact: Richard Willoughby, richard_willoughby@pcworld.com Phone: (415) 978-3321 Fax: (415) 974-7316

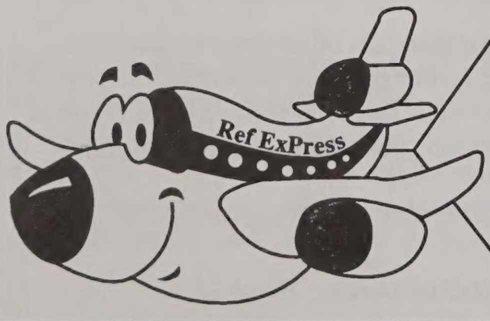
Please look forward to the complete list of job opportunities across IDG on Monday, March 25

Get involved in IDG's Employee Referral Bonus Program


IDG REFERRA
IDG REFERRAL EXPRESS
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)


Ref ExPress

IDG WORLD UPDATE's Local Loop

FOR SALE

- **Cambridgeport, Mass,. townhouse**. Near Memorial Drive and Mass. Pike. Laundry, parking, storage and fenced yard. $230,000.
  -Marian Blackwell, IDG News Service, dblackwell@ sl.drc.com, 508-373-2358

- **Rossignol skis**. 205 cm, four years old. $100.
  - Stephen Cervieri, IDG Corporate Support Center, 617-534-1252

- **1990 Honda CRX SI**. Red, 52K miles, sunroof, a/c, Alpine stereo. Excellent condition. $6,950.
  - Maureen Roberti, Computerworld, 508-820-8277

- **1972 Opel GT**. German sports car, 49K original miles. In dry storage for 10 years. Runs well, needs a little work. $2,100 or best offer. Call for details.
  - Walter Fox Tree, Computerworld, 508-820-8186

- **1994 Honda Civic LX**. Black/grey, 5-speed, a/c, AM/FM cassette, power windows and locks, cruise control. Under 25,000 miles. Must sell — we just had a baby, need to buy a van. $12,000 or best offer.
  - Karl Koessel, PC World, 415-978-3222

- **1989 Chrysler LeBaron GTC Turbo**. Red convertible with grey interior, fully loaded, brand new top. Mint condition, low mileage. $7,500 or best offer.
  - Shannan Gehring, IDC, 415-962-6436

- **L-Shaped sectional couch**. Contemporary. Perfect condition. $500.
  - Kevin Normandeau, PC World, 415-267-4578

RENTALS

- **Berkshire timeshare**. The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. For rent: week 27 (starting July 5 in '96), $1,000; and week 41 (Oct. 11 in '96), $600. For sale: $8,000 for both weeks, call for details on single week sale.
  - Harriet Karas, IDG, 508-872-8200

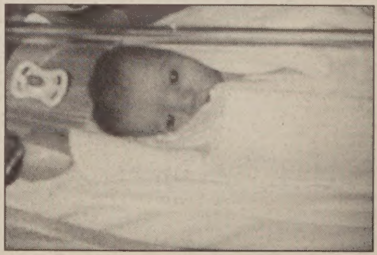
- **Cape Cod cottage**. Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. $535/week.
  - Valerie Sanclemente, IDG Paper Supply Co., (leave message at 508-877-4313)

- **Hilton Head, S.C., timeshare.** Two-bedroom, two-bathroom condo at the Palmetto Dunes Resort. Two-minute walk to beach and Atlantic Ocean. Tennis, golf, pool and biking on premises. Available 9/28-10/5. $575/week.
  - Judy Sutter, PC World, 404-233-6593

- **Hawaiian paradise**. Keke Leo — Enchanting three-bedroom, two-bathroom home on Kuaui's beautiful north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 70 ft. from the ocean. Special rate for IDG employees and friends.
  - George Clark, Macworld, 415-978-3301 george_clark@macworld.com

BIRTHS

- **Jim Falanga** (IDG Credit) and his wife Kathy welcomed their first daughter, Kelley Anne, on Dec. 27, 1995. Their little tax deduction weighed 4.5 lbs. and was 17 1/2 inches long.


KELLEY ANNE FALANGA

- Andrew Robert DeLuca was born Feb. 4 to Robert and **Lisa DeLuca** (FCW Government Technology Group). Andrew weighed 8 lbs., 7 oz. and was 20 1/2 inches long. Andrew is the DeLucas' first child.

- **Sau Lau** (IDC/LINK) and husband Tom welcomed a baby boy, Randy, on Jan. 13. Randy weighed 7 lbs., 10.6 oz. and was 19 inches long.

•CONTINUED ON BACK PAGE•

IDG WORLD UPDATE's Local Loop

SEEKING SPONSOR

- I'm interested in becoming a member of the Brae Burn Country Club in Newton, Mass., and need a sponsor. Is anyone a member?

- Clare O'Brien, Network World, 508-875-6400 (ext. 505)

FRENCH STUDENTS SEEK U.S. HOSTS

An IDG France employee's 16-year-old cousin would like to spend a month in the Boston area this summer. His name is Thomas Fauvel, and he's a high-school student who speaks some English. Thomas lives just outside Paris, and his family would be happy to reciprocate by hosting an American visitor for the month of July or August. If you are interested, you may write to Thomas at: 12, rue Berthe Morisot, 78250 Mezy-sur-Seine, France. His telephone number is: +33-1-30-99-71-18.

- Cara Cunningham, IDG News Service, Paris

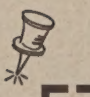
Could you host a French student for a month, either as an exchange student or in exchange for a stipend? A 16-year-old friend of my family, a well-behaved, balanced young man who has studied English for several years, is interested in staying with an American family, preferably with other family members in the same age range, from mid-June through mid-July this year. Florian is interested in music and journalism and would like to experience America and our English firsthand. Want to exchange one of your kids in return? Florian, his mother, father and sister live in a small town on the border between Brittany and Normandy, a few hours west of Paris. If you're interested you may send an E-mail message to: milissa@koloski.com. Thanks!

- Milissa Koloski, IDG Books Worldwide

LOCAL LOOP ADS GET RESULTS!

InfoWorld Production Services Director Peter Holm recently used the Local Loop to solicit sponsors for his upcoming participation in the AIDS Bike Ride, a seven-day, 525-mile jaunt "downhill" from San Francisco to Los Angeles in June. As an incentive, Peter offered to enter anyone pledging $25 or more into a drawing for a custom-made sweater. The winner of the drawing was, unfortunately, not an IDG employee; however, he is a generous San Francisco-based psychologist who asked that Peter make a sweater to be donated to a local hospice. Peter would like to thank all the IDG employees who have generously supported him in this effort. Anyone with questions may contact Peter at 415-312-0553.

In January, IDG Newsletter Circulation Fulfillment Manager Heather Holmes placed an ad in the Local Loop for her husband's lost suit jacket, which had been inadvertently picked up at the company Christmas party by someone who left his own similar-looking coat behind. Heather called to report that all coats are now back hanging in their own closets!



Send your ads in by April 16 in order for them to appear in the April 22 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: ______________________

Business unit: __________ Tel: __________

Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109 fax: 617-423-0712
or E-mail: world_update@idg.com

IDG IN EUROPE

continued from page 1

Burke, a respected pan-European research company, contained much good news for IDG. Among its key findings:

- IDG is considered the leading European IT publisher by 70% of respondents; Softbank/Ziff is second with only 15%.
- IDG is considered the world's leading IT publisher by 71% of respondents; Softbank/Ziff is next with 13% of the vote.
- IDG is widely recognized — by 84% of respondents — as the only IT publisher with 125 publications in 23 European countries.
- IDC was picked by the largest group of respondents — 29% — as Europe's leading research company; Dataquest received 12% of the votes, Romtec 2%, Inteco 2% and Gartner 1%.

> *"Just as people used to feel they couldn't go wrong buying IBM, we want media buyers to know they'll never get fired for buying IDG."*
>
> **- Jeff Meers**

The huge improvement in the results of this second annual survey, commissioned by IDG International Marketing Services/Europe (IMS/Europe), clearly reflect that group's successful efforts to raise IDG's profile among the key decision-makers at Europe's leading agencies and IT vendors. Ensuring that the IDG name is on the tip of every agency director's tongue is not, however, the ultimate goal, noted IMS/Europe President **Jeff Meers**. "Our mission is far more pragmatic. We have a specific growth target to achieve. We want to increase the number of ad pages sold into IDG publications throughout Europe," Meers explained.

A surefire buy

The majority of key IT vendors in Europe adhere to a decentralized model, with a European headquarters office and individual country offices scattered throughout the continent. The local offices typically make their own advertising buying decisions, and the sales forces of IDG publications have established excellent relationships with their clients at the country level, Meers noted. "Our country managers have done a superb job of establishing 'power brands' in their local markets." However, until recently, there had been little attempt to emphasize the glue — IDG — that links all these publications together, Meers said.

"Our goal is to so firmly establish IDG as the No. 1 publisher of IT titles throughout Europe and around the world, that when someone from an IT vendor's headquarters office reviews a media schedule that doesn't include IDG, they'll want to know why," he said. "Just as people used to feel they couldn't go wrong buying IBM, we want media buyers to know they'll never get fired for buying IDG."

ABOUT THE SURVEY

•NAME: European IT Publisher Awareness Survey
•CONDUCTED BY: Infratest Burke
•AUDIENCE: 101 pan-European clients and agencies, representing the top 20 IT companies, based in U.K., France and Germany
•PURPOSE: To track the impact IDG Marketing Services/Europe's activities are having on raising awareness and understanding of the IDG brand across Europe among the target audience of the region's top 20 IT vendors.
•METHOD: Telephone survey. Each interview lasted 15 minutes. Publishers included in the survey: IDG, Softbank/Ziff, VNU, Reed, EMAP, Dennis and CMP.

For more information or a copy of the survey results, contact IMS/Europe President Jeff Meers at tel: 44-1784-210-302; fax: 44-1784-210-200; or E-mail: jeff_meers@idg.com.

SPREADING THE WORD

Since setting up shop in January 1995, IDG Marketing Services/Europe (IMS/Europe) has undertaken a broad range of activities designed to raise awareness of the IDG brand among key pan-European marketing decision makers at the headquarters offices of IDG's top clients and their agencies. Among the group's credits to date:

- **Release of results of the PC Pricing study, which examines the effect of price and other features on corporate purchases of PC products (January 1995) and the Buyers & Your Brand research study, which focuses on the role brand loyalty plays in the purchase decision. (April 1995)**
- **First European Global Summit in Barcelona. (May 1995)**
- **Establishment of an in-house sales team (previously IDG was represented by Oliver Smith Partners of London), which included the integration of the French and German IMS sales staff into one united, pan-European sales team. (October 1995)**
- **Launch of the *IDG Global Briefing*, a twice-a-month newsletter sent to media buyers to keep them apprised of the upcoming editorial plans of IDG's European publications. (December 1995)**
- **Launch of *IT Marketing Edge* newsletter, which focuses on hot IT marketing issues. All European clients receive the newsletter. (January 1996)**
- **Signing of the first global media contract with Gateway 2000. (January 1996)**
- **Hosting of first in a series of seminars for key clients and agencies designed to showcase IDG's global IT expertise. "Emerging IT Markets in Eastern Europe, Middle East and Africa" also featured IDC speakers who shared the results of five years' of research on these regions. (January 1996)**
- **Upcoming: the second annual European Global Summit will take place May 13-15 in Monte Carlo.**

NOTEWORTHY

NEW EMPLOYEES

Sabina Braeuer has signed on as the executive assistant to IDG Switzerland Managing Director **Gebhard Osterwalder**. After finishing her studies in Italian language and literature, Sabina worked as a conference organizer at the Union Bank of Switzerland. She enjoys tap dancing and competitive ballroom dancing in her free time.

Most recently associate research analyst for Coopers and Lybrand LLP, **Robert Fagin** has joined IDC/LINK in New York City as a research analyst, Interactive Multimedia. Robert has a BA in political science from Yeshiva College.

InfoWorld welcomes a pair of new staff members. **Ted Bowen** is a senior editor for the application development and business beats. Ted, who will be working out of the publication's Boston bureau, worked most recently as a reporter for *PC Week*. He earned a BA in English from Wesleyan University.

IDG WORLD UPDATE

BOWEN

A graduate of Claremont McKenna College with a BA in government, **Andrew Foster** has signed on as a copy editor for *InfoWorld* in San Mateo, Calif.

Computerworld welcomes four new employees to its Framingham headquarters. **Robert Scheier** is a senior editor for *Computerworld*. Robert has worked as a senior analyst for Hurwitz Consulting Group and as a senior editor for *PC Week*. He has a BA in political science from the University of Massachusetts/Amherst and counts bowling, pool and tutoring among his outside interests.

SCHEIER

Shari Daly is a Mac IS support specialist. Prior to joining CW, Shari was IS director for an architectural firm where she was responsible for setting up the IS department. Shari has a BFA from the University of Massachusetts/Amherst with a concentration in interior design.

Robert Troemner is a quality assurance specialist. Most recently floor supervisor for the Boston Bruins Pro Shop, Robert has a BA in economics from Boston University and a master's degree in education in sports administration from Bowling Green University.

TROEMNER

Stephanie Werskey is a graphic designer for *Computerworld*. Stephanie earned a BS in graphic design from Buffalo State College and lists hiking, reading and the arts as her outside interests.

Thomas Harris has been hired as a research director at IDC in Framingham. Before joining IDC, Thomas was director of engineering and operations for Data General's System Integration business unit. Thomas earned a BS in engineering from Case Western Reserve University and enjoys woodworking and sailing.

Calvin Wade has joined IDC's Mountain View, Calif., office as a senior consulting production specialist. Calvin studied English and science at Colgate University and worked previously as a senior graphics illustrator. He enjoys chess, bowling and playing video games.

Formerly a producer for Alliance Media, **Kimberly Baldwin** has signed on as an online editorial assistant at Infotainment World. Kimberly received a BA in film — screenwriting and production — from San Francisco State University. She lists film, acting and computers as her outside pursuits.

Chérie LaFrance-Anderson is the CD-ROM business development manager for Macworld. Chérie originally joined Mac-world in 1987 and worked for seven years as Silicon Valley account manager. She spent the past 15 months opening an advertising and marketing company with a former Macworld colleague. Chérie enjoys bodybuilding and spending time with her husband and children.

East African Computer News welcomes three new employees. **Pauline Muriuki**, most recently an editor for Evangel Publishing House, has joined *EACN* as subeditor. Pauline earned a BA in communications from Daystar University in Messiah College, Pa. and enjoys freelance writing and travel.

MURIUKI

Ednah Kering is an international sales executive. Before joining the company, Ednah worked as a marketing associate for Continental Information Group in Bulgaria. She has a BS in agricultural economics and an MS in international trade from Economics University-Karl-Marx in Sofia, Bulgaria. Watching football and hockey and reading are her out-of-office pursuits.

KERING

Jayne Munjiru is a production assistant. Jayne brings a wide range of experience in desktop publishing, having worked for Scanad Advertising Agency and a number of publishing companies. She has a certificate in proofreading and computer typesetting from Kenya Polytechnic in Nairobi and enjoys theater and writing.

MUNJIRU

ADDRESS CHANGE

IDG Books Worldwide Education Group has moved to:

2103 East Southlake Blvd.
Southlake, Texas 76092

Tel: 800-434-2086
Fax: 817-421-5012

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Cynthia Sparrow -IDC

TWELVE YEARS
Dorthe Christensen - IDG Denmark
Leif Rasmussen - IDG Denmark
Wolf-Dieter Lorenz - IDG Germany

ELEVEN YEARS
David Ushijima - IDG Books

TEN YEARS
Michael Sullivan-Trainor - IDC

NINE YEARS
Richard Villars - IDC
Michele Winiker - IDC
Susan Cardoza - FCW Group
Karman Cheng - IDG Hong Kong

EIGHT YEARS
Kirk Campbell - IDC
David Zink - IMI/Publish

SEVEN YEARS
Tim Zittle - InfoWorld
Yvonne Lee - InfoWorld
Judy Bonasoro - IDG

SIX YEARS
Kelly Stemp - IDG Media
Denise Haines - IDC
Christina Corbett - InfoWorld
Patrick Lyons - InfoWorld
Shirley French - InfoWorld
Tom Mathews - IDG
John Kelley - IDG
John Goddard - PC World
Corrine Cox - PC World
Terri Edelman - IDG Books
Kent Tayenaka - IDG Books
Ricky Liu - IDG Hong Kong
Pasquale Meyer - IDG France

FIVE YEARS
Stanley Corker - IDC
Randy Ross - PC World
Kazimierz Szot - IDG Poland
Krzysztof Matey - IDG Poland

FOUR YEARS
Sarah Fenton - IDG Media
Judith Kokernak - Computerworld
John Ferris - IDG Books
Nancy Hannagan - IDG Research Svcs.
Robert White - IDC U.K.
Birgitte Naumann - IDG Denmark
Dominique Houdin - IDG France
Hélène Truffaut - IDG France

THREE YEARS
Kris Cunningham - InfoWorld
Jeff Senna - InfoWorld
Andre Angeles - InfoWorld
Denise Bove - IDG Telecommunications
Paul O'Neil - PC World
Emmanuel Bustamente - IDG Venezuela
Klaus Breu - IDG Germany
Ken Kainuma - IDG Japan
Vince Burns - IDG Books

TWO YEARS
Stephanie Noyes - Int'l Publishing Svcs.
Mark Stafford - IDG Australia
Jaye Tyler - Computerworld
Susan Ciullo - IDG
Nancy Miller - PC World
Ginny Tolan - IDG Books
Bill Barton - IDG Books

ONE YEAR
Sarah Bagnall - IDG Media
Richard Bailey - IDG Media
Phil Jennings - IDG Media
Alexander Raubitschek - IDG Media
Steve Darragh - IDG Media
Helen Weaver - IDG Media
Mike Weigand - Infotainment World

Chinese Employees Celebrate a Decade of Service

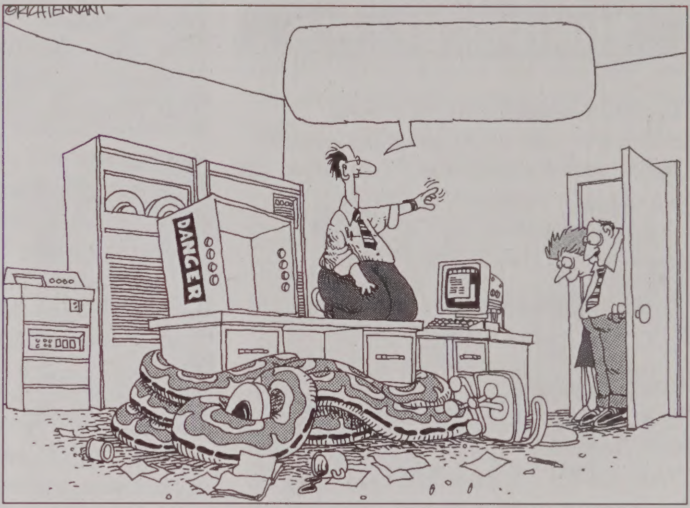
IDG CHAIRMAN PAT McGOVERN RECENTLY HOSTED A LUNCH AT THE SHANGRI-LA *Hotel in Beijing for 12 IDG staff members in honor of their 10th anniversaries with the company. (Front row, left to right):* ***Mianmian Pan****, senior reporter, Computer & Communication (C&C);* ***Dongmei Li****, accountant, C&C;* ***Yanjin Chen****, manager, IDG High Tech Beijing;* ***Shihua Luo****, senior reporter, C&C;* ***Lirong Zhang****, staff member, C&C (Back row, left to right):* ***Hugo Hsiung****, managing director, IDG China;* ***Fulai Zhu****, director, Network World China;* ***Fei He****, editor, C&C;* ***Xian Song****, publisher/editor-in-chief, C&C; McGovern;* ***Peijong Shu****, vice-president, C&C;* ***Xiaoshan Xu****, manager, IDG High Tech Beijing;* ***Liang Zhang****, advertising manager, C&C;* ***Shumin Xin****, director, technical service.*

PAT McGOVERN OFFERS A TOAST TO ***Zou Shanquan*** *(center), production manager, and* ***Zhang Xiou-ying****, advertising account manager, in honor of their 10th anniversaries with China Computerworld. McGovern escorted the two to lunch during a visit to Beijing late last year. A recent IDC Beijing study showed that China CW is the largest computer newspaper in China with more than 6,000 ad pages in 1995.*

OFF LINE

WIN A COPY OF RICH TENNANT'S LATEST TITLE!

Version 2.0
More BYTE-ing Humor from
The 5th Wave by Rich Tennant



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, April 16.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* key chain.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 13

March 25, 1996

PCW VIETNAM CELEBRATES ITS THIRD ANNIVERSARY AND 20,000 CIRCULATION MARK
PAGE 2

NETWORK WORLD PLANS JUNE LAUNCH OF INTRANET MAGAZINE
PAGE 4

IDC EMPLOYEES TOUR THE WORLD WITH GLOBAL FELLOWSHIP PROGRAM
PAGES 6-7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

InfoWorld Demographic Edition Targets Intranet

InfoWorld will break new ground April 1 with the launch of its first editorially supported demographic edition. More than one-third of the publication's 310,000 subscribers will receive the bimonthly demographic edition containing *Intranet World*, which will be bound into the regular issue that will focus on one of today's fastest-growing Internet-related markets.

(LEFT TO RIGHT): IW TEST CENTER DIRECTOR *Charlotte Ziems*, *Reviews Editor* ***Don Sommers*** *and Director of Business Development* ***Shannon Dolan*** *are helping to lead IW's Intranet World effort.*

The primary focus of *Intranet World* will be intranet product testing and comparative reviews, according to IW Director of Business Development **Shannon Dolan**, who worked closely with Test Center Director **Charlotte Ziems** to create this edition. The editorial team for *Intranet World* will comprise four editors and technical analysts, headed up by Reviews Editor and product champion **Dan Sommer**. The team includes: Senior Editor **Siobhan Santinelli**, Associate Editor **Ayse Sercan**, Associate Editor **Dylan Tweney** and Technical Analyst **Andre Kvitka**.

The editors will focus on testing and reviewing products that allow IS managers to take advantage of the Internet for internal business use. This will include evaluations of Web browsers and servers, Unix workstations and software, security and administrative software, and other hardware and software tools oriented toward internal Web-based applications. In addition, *Intranet World* will provide information about how to set up an intranet and tackle the issues involved in managing one.

"Plenty of publications will provide relatively simple editorial," noted IW President and CEO **Jim Martin**. "However, *Intranet World* will be the only publication to provide *IW*'s in-depth testing and reviews, which IS managers rely on to help them make product-buying decisions."

While *InfoWorld* currently publishes a number of advertising-only demo-

•CONTINUED PAGE 5•

Computer Sweden Opts for Twice-Weekly Publication

Swedish IT users now have twice as much to like about their favorite IT publication. Beginning last month, *Computer Sweden*, the country's No. 1 weekly devoted to the IT industry, doubled its frequency and now appears on Tuesdays and Fridays.

The decision to boost the publication's frequency had its roots in reader concern that *Computer Sweden*, which had grown to well over 100 pages, was simply too big.

COMPUTER SWEDEN

Telia rustar för framtida telekrig

CD-ROM tar över...

Mördarvirus här

PC-FORLUSTER FOR IBM

"The results from reader surveys clearly pointed out that they felt the publication was getting too thick and taking too long to read through," said **Lars Dahmén**, editor-in-chief. In addition to the main news section, *Computer Sweden* also carries two supplements each week, one focusing on PCs and the other on finance. "At the same time, we were looking for a way to give readers more timely updates

•CONTINUED PAGE 4•

IN BRIEF

Metcalfe: Internet Will Survive 'Remission' to Thrive in New Era

In an interview to be broadcast the week of March 31 on 425 radio stations across the U.S., IDG VP/Technology **Robert Metcalfe** predicts the Internet will survive "remission" in 1996 to help drive a "new era of economic expansion based on connecting the world together." The interview, entitled "Casting the Internet," was conducted in February by Soundings, a weekly cultural affairs radio magazine produced by The National Humanities Center, in collaboration with the Computerworld Smithsonian Awards Program.

Metcalfe also offered the following observations:

- The application of existing technologies in the Internet offers the prospect of not decreased but increased personal privacy.
- Digital transactions in which Internet users make "micro payments" for information obtained over the Internet will complement advertising as a major source of revenue for information providers.
- The key to ensuring the broadest possible public access to the Internet is not to increase the role of well-meaning governmental groups but rather to encourage a vibrant, commercial, competitive environment.

"Right now it is reasonable to say, 'I don't want anything to do with [the Internet] because it's too expensive and too hard to use," Metcalfe said. But "as the Internet improves, as we package it better and make it cheaper. . . then I think it's for everybody, like television, like the telephone."

For a transcript and a 30-minute recording of "Casting the Internet," contact ***Gerry Desautels*** *at tel: 617-534-1215 or E-mail: gerry_desautels@idg.com.*

Network World, PR Newswire Cohost Editorial Briefings

Network World has teamed up with PR Newswire to cohost a series of breakfast meetings for IT marketers. PR Newswire, a global electronic distributor of news releases, holds more than 200 "media coffees" annually in the U.S. to enable prominent editors and public relations and marketing professionals to discuss topics of mutual interest, such as what types of stories interest reporters and how to pitch stories.

MEDIA COFFEE
ALERT!

Earlier this month, 65 people representing both IT vendors and ad agencies registered for the first event in Waltham, Mass., *NW* Editor-in-Chief **John Gallant**, and 52 attendees came to the session in San Jose, Calif., with Senior Editor **Barb Cole**. Gallant and Cole talked about the publication's editorial beats and new features of the Web site Network World Fusion, among other topics, and fielded questions ranging from how they see technologies converging to how *Network World* handles a "scoop."

"It's a good opportunity to find out what kinds of questions folks have about editorial, and we can get some insight into how to improve our product," Gallant said.

For more information on the media coffee series, contact ***Heidi Creighton*** *at tel: 508-820-7528 or PR Newswire at tel: 800-866-8060 (East Coast) or tel: 800-334-6692 (West Coast).*

Now In Its Third Year, *PCW Vietnam* Leads the Market

FROM A HUMBLE BEGINNING IN NOVEMBER 1992, WITH ONE AD *and a circulation of 2,500, PC World Vietnam now averages 30 ads per issue and has a circulation of 20,000. With the country's installed base of 60,000 PCs, PCW Vietnam reaches at least a third of all PC users and is the dominant IT publication in Vietnam. Editor-in-Chief* ***Dr. Nguyen Trong*** *(second from left) and his staff assemble for a group photo during a visit from IDG Asia Business Development Managing Director* ***Hugo Hsiung*** *(fourth from left) and Associate Director of IDG Asia* ***Gary Fung*** *(sixth from left).*

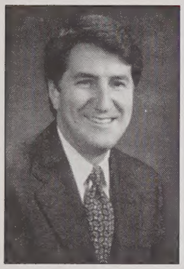
ADDRESS CHANGE

IDC Switzerland has a new postal box, telephone and fax numbers:

Rhypark-Rheinweg 4
P.O. Boz 971
CH-8201 Schaffhausen
Switzerland

Tel: 41-52-624-21-23
Fax: 41-52-624-73-64

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Last year, IDG's global communications strategy seemed solidly behind Lotus Notes. However, a number of initiatives, including the proliferation of Web sites at IDG business units around the world, seem to have shifted the balance in favor of the Internet. Does IDG's global communications strategy now favor using the Internet?

A Our global communications strategy, led by Jeff DeBalko, is centered on the goal of leveraging technology to improve communication and collaboration between business units to enhance overall productivity and profitability as a company. To accomplish this goal, we are not dependent on any single technology. As we all know, technology changes very rapidly, and we intend to take advantage of the very best of what is available including Lotus Notes and the Internet.

Lotus Notes is clearly a key component of our the strategy. It has offered for years levels of security, collaboration, application development and remote replication that is still not available anywhere else including the WWW. With the release of Version 4.0 of Notes, significant improvements have been made in every one of these areas. In addition, the price point of a basic Notes client has dropped to around $70 making it very competitive with other alternatives such as full service Web browsers.

Having said that, we recognize that not every business unit will adopt Lotus Notes, and in fact Notes may not be the best solution in every case. Because of this we intend to integrate other technologies such as the WWW as a part of the strategy. In fact, Lotus/IBM's strategy for Lotus Notes is strongly dependent on significant integration with the Web. We intend to use the Internet features of Version 4.0 including InterNotes Web Publisher to automatically exchange data between our Notes servers and our Web servers, providing the widest possible IDG audience with access to the majority of our information resources.

The Internet will also play a role as part of our global communications infrastructure to connect IDG sites together in addition to a private global network that we are currently evaluating.

Ziff-Davis Interactive has announced plans to launch a series of online technology courses, taught by industry experts and targeting IT professionals. Does IDG have plans to explore the area of online education, especially given our investment in training company ExecuTrain?

"Distance learning" or online education is an area that several of our business units are actively exploring, including ExecuTrain. In fact, an online "career enhancement" service for IT professionals is currently in prototype. While online education has significant potential, the market for instructor-led training is still much, much larger. ExecuTrain, IDG's training company, is the market leader in this area, with more than 175 training locations in 20 countries, including courses in high-end network management and application development.

But other business units participate in this market as well. Network World, for example, has a very successful seminar series on a variety of topics of interest to network professionals, including a 10-city tour on the technology and tools for Intranets.

Why are print copies of the IDG Worldwide Address Listing so hard to get ahold of? This information is the lifeblood of an organization like IDG, especially for my business unit. I've been told the booklet is made hard to get because some managers' home addresses are listed in there. Couldn't these addresses be made available in some other fashion, so that all IDG employees can have easy access to up-to-date contact information?

The IDG Worldwide Address Listing is available to any IDG employee 24 hours a day on both the GE BusinessTalk and the Lotus Notes E-mail systems. The online version is the most accurate, as the monthly and annual paper-based guides often quickly become out of date. If you have any questions about the address listing or need to change a listing, you may contact Debbie Waters at tel: 617-534-1200; fax: 617-262-2300; BTalk: D.Waters.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet (world_update@idg.com).

COMPUTER SWEDEN

continued from page 1

on the latest news," Dahmén said.

Dahmén discussed the accelerated publishing schedule with Marketing Director **Christer Björkin**, and the two decided to give the idea a try. "The Tuesday Project" was launched last September and ran for four weeks. Following the trial period, publication reverted to the weekly schedule while the staff conducted in-depth interviews with subscribers to gauge their reaction.

Approximately 50% of the readers surveyed liked the additional issue, while the other half was more hesitant, Björkin noted. Their concern primarily centered on arguments like, "When will I find the time?" The scales were tipped in the favor of the increased frequency during the next few weeks, however, by the volume of calls from readers registering their approval.

The twice weekly *Computer Sweden* launched in the first week of February. In accordance with reader preference, Tuesday's issue is thinner — 16 pages, half of which is advertising — and contains short news stories easily digested in a single day. Friday's issue is larger — 80-90 pages, also half advertising — and contains a news section, the PC and financial supplements as well as longer feature articles. Overall, the new publishing schedule has resulted in approximately six extra pages of staff-generated editorial each week.

Computer Sweden is hoping to realize increased revenue from both incremental advertising from existing customers that decide they need to be in both editions of the publication and from luring new clients such as insurance companies, computer superstores and telecom providers. "Our sales team has had some success with trying to convince advertisers to run a short 'teaser' ad in Tuesday's issue for example, and then run the full ad in Friday's issue," Björkin said.

"By being responsive to their needs, we believe we've gained a tighter grip on our readers and anticipate we will win market share from other IT publications by being first with the latest news," Dahmén said. "Our advertisers have reacted positively, and we are now beginning to see them treat the two editions as one and the same publication. They seem to have confidence that it is no longer in a trial period but is here to stay."

LESSONS FROM THE FIELD

Computer Sweden Marketing Director Christer Björkin offers some words of wisdom for colleagues contemplating a boost in their publishing schedule.

- **Test the market. Publish twice a week for a specific timeframe then stop and talk to your readers and advertisers to gauge their reaction. Don't be afraid to cancel your plans if the customer support is not there.**

- **Talk to your advertisers before you launch to make sure they understand what you are doing and why. Obtain bookings to cover all firm costs well before launch date.**

- **Carefully consider your printing and distribution budgets. In the case of _Computer Sweden_, printing costs increased by approximately 25% while distribution costs almost doubled.**

- **Staffing needs may also increase. _Computer Sweden_ added a reporter, a layout editor and a subeditor.**

CALENDAR ENTRY CALL

IDG World Update will be publishing a calendar of IDG events scheduled in the second quarter of 1996. If you would like an event to be included, contact _IDG World Update_ at Internet address:world_update@idg.com; tel: 617-423-9030 or fax: 617-423-0712.

Network World Announces *IntraNet Magazine*

Network World will launch the industry's first monthly magazine targeted to the professionals integrating Internet technologies into their corporate networks on June 10. *IntraNet Magazine*, a tabloid-size supplement, will be bound into *Network World*'s full print run, which has a circulation of 150,000 qualified readers.

SCHULTZ

"Web-related technologies and networked applications are converging, and *IntraNet Magazine* will explore how companies can profit from Internet technologies and deal with the issues of integrating them into legacy and client/server networks," said *NW* Editor-in-Chief **John Gallant**.

WATT

Beth Schultz will serve as managing editor for *IntraNet magazine*, and **Peggy Watt** will be the lead writer.

Since it is published weekly, *Network World* will continue to carry the bulk of product coverage related to intranets, much of it in a newly expanded section (see sidebar page 5).

While it will have some news and pro-duct coverage including test results from the NW Test Center, much of *IntraNet Magazine* will include features examining how corporations are using Internet technologies to build business information systems supporting collaboration among workers. It will also showcase how Internet tools support electronic commerce and how companies are using the Internet and intranets to improve communication with suppliers and customers. User stories will be a big part of the publica-

• CONTINUED PAGE 5 •

NW INTRANET

continued from page 4

tion, and Gallant said plans are already in the works to analyze how one customer Web site was created.

NW's World Wide Web site, Network World Fusion, will be used to expand on the content within *IntraNet Magazine*, just as it does with *Network World*. If *IntraNet Magazine* contains an article about designing a Web site, for example, it may refer to an area on NW Fusion that shows examples of how to build a Web site and that also lists other relevant resources on the Web.

In addition to being a timely resource for readers, *IntraNet Magazine* will be an important vehicle for advertisers to access the rapidly expanding intranet marketplace, said NW Senior Vice President/ Publisher **Evilee Thibeault**. *NW*'s charter advertising package for *IntraNet Magazine* includes special advertising opportunities on NW Fusion.

NEW SECTIONS PLANNED AT NETWORK WORLD

N*etwork World* will introduce two new sections, "Intranets and The 'Net" and "Carrier Services," on April 1. The section formerly known as "Electronic Commerce" will continue to cover those issues with additional information on intranets and the use of Internet technologies. NW Senior Editor John Cox, Senior Writer Carol Sliwa, and Senior Washington Correspondent Ellen Messmer will head up the coverage.

"Carrier Services" has been added to keep up with the rapid changes brought about by global deregulation of the telecommunications industry. The recently passed telecom reform bill in the U.S. means many new service offerings and service packages from local and wide-area network companies, cable TV companies and other providers. Senior Washington Correspondent David Rohde, Senior Editor Joanie Wexler and Senior Editor Tim Greene will collaborate on the new section.

IW INTRANET

continued from page 1

graphic editions — Unix, Enterprise Applications Development, Enterprise Multimedia and RBOC — Intranet World and Enterprise Networking are currently the publication's only editorially distinct demographic editions. *Intranet World* was created in response to the growing need for targeted, in-depth intranet-related information expressed by a large segment of the publication's readership and a simultaneous request from advertisers to assist them in targeting this market.

"Recent subscriber research has revealed that a significant portion of our readership is becoming very involved in the planning and purchasing of intranet-related products at their companies," noted Dolan. "The addition of new questions to our subscriber qualification form enables us to target this demographic specifically to readers planning to purchase Internet-related products and services. We also saw this as an opportunity to work with new advertisers and to pick up incremental advertising from vendors looking to position products and target this specific audience."

Intranet World's rate base will be 100,000 subscribers who currently plan to purchase Internet hardware, software and services. It will also be sent to an additional 25,000 "bonus" subscribers who indicate that they are moving toward Internet access.

WHY DO DEMOGRAPHICS?

Demographic editions are advertising- or advertising-and-editorial-supported subsets of a publication's entire print run. Because controlled circulation publications are able to collect so much information about their readers, they are especially adept at creating demographic editions that target a particular subgroup of their readership, for example, readers responsible for purchasing LAN or Internet or Unix products.

"Demographic editions are a great way for a controlled publication to offer advertisers more targeted marketing opportunities by delivering readers with a specific demographic profile," noted IW Director of Business Development Shannon Dolan. "Ultimately the result is incremental ad revenue."

The incremental pages and revenue typically come from one of two places, she noted. A portion will derive from new advertisers who could not afford to run ads in the full print run; the rest will result from additional ads placed by current advertisers that wish to target a specific product to a segment of the publication's audience.

Demographic editions are especially useful, noted Network World Director of Marketing Virginia Lehr, when dealing with new or emerging markets. "Because the ads sold into demographic editions are typically less expensive, start-ups and other companies that might not be able to afford advertising in the full print run can purchase space," she noted.

DEFINE YOUR TERMS

INTERNET : Public international network linking regional networks.

WORLD WIDE WEB : A system that is part of the Internet; it's designed to help users navigate from place to place. The Web is based on hyperlinks, which allow users to select a highlighted word that will take them to another document associated with that word.

INTRANET : Intranets duplicate the structure of the global Internet within an organization's Local or Wide Are Network. An internal Web is the centerpiece of an Intranet, providing employees with the ability to use World Wide Web browser software to view "pages" of information.

IDC Employees See the World as Global Fellows and Implement New-Found Knowledge at Home

While informal exchanges of knowledge occur every day between colleagues, IDC established a formal program in 1995 to foster knowledge transfer among employees around the world. Now entering its second year, the IDC Global Fellowship Program has met with success and enthusiastic response from participants. The program aims to:

- *Rapidly build expertise at operating units around the globe.*
- *Leverage IDC's global knowledge and skill base.*
- *Promote awareness and respect for other cultures.*
- *Foster multilingual abilities.*
- *Enhance IDC's global image among employees.*
- *Reward and retain employee experts.*
- *Attract quality employees with global talents and interests.*

***Mirko Lukacs** worked with IDC's Services Research Group as a global fellow from Jan. 8-24. Below he discusses his experience.*

Q What is your professional background?

A After graduating with a degree in communication science from the University of Amsterdam in 1992, I joined IDC Benelux as a research analyst.

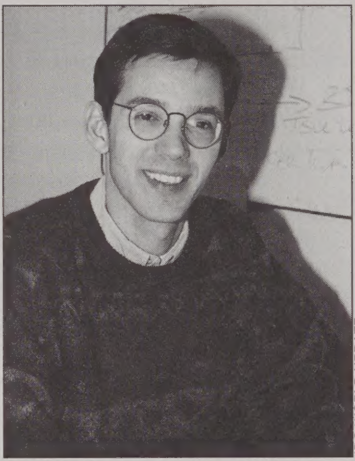
At the end of 1993, responding to a clear demand from our customers, IDC Benelux Country Manager **Liesbeth Ruoff** asked me to help set up a local services industry research program.

In close dialogue with local service providers, we developed a model to analyze the more 'abstract' services market. After a while, the Services program's report sales began to rise and hot-topic local reports on IT outsourcing and the Big Six management consultants had record-breaking sales.

Why were you interested in participating in the Global Fellowship Program?

As IDC Benelux's only dedicated services researcher, I felt a growing need to share my ideas and experiences with other similarly focused IDC researchers elsewhere in the world.

When I first heard about IDC's Global Fellowship Program last year, I immediately thought of the Services Research Group in Framingham. I had met **Michael Melenovsky**, vice president of Services Research, during the IDC Benelux Briefing Session, read a lot of the group's research, and I was very eager to meet the staff.



IDG WORLD UPDATE

MIRKO LUKACS SPENT MUCH OF *January working with the Industry Services Research Group in Framingham.*

What do you feel contributed to the success of your visit to Framingham?

I had great help from Research Manager **Paul Johnston** and Research Analyst **Tim Bourgeois** in planning the agenda and the logistics of my visit, and I experienced a very warm welcome from everybody in the group.

In addition, the timing of my trip was just right — everybody was in the office and a lot of meetings were planned on trends, topics and surveys in systems integration, outsourcing and consulting.

How did you participate in the work of the Services Research Group in the U.S.?

The Global Fellowship was a very good platform to exchange my European and the group's U.S. views on the services market. And, as we found out, some market trends and vendor behaviors are similar in the U.S. and in Europe, but some are strikingly different.

I visited CSC, Unisys, Digital and IBM with Tim Bourgeois. These visits were of great value to me (and to Tim as well, he told me). We got first-hand information on the steps these vendors take to improve their outsourcing business.

The presentation I had prepared, 'The Outsourcing Challenge in Europe,' was well received and provoked lively discussions on the European market. Cultural differences between each of the European markets are a serious inhibitor for some U.S. vendors, but they all consider Europe to be a strategic market with great opportunities in the professional services industry.

What are the implications of your experience for your work at IDC Benelux?

Joining the Services Research Group for two-and-a-half weeks certainly broadened my view on the market and the opportunities for doing services research in Europe. I believe that there is a great demand from IT vendors for good services research in Europe that is not being met by market research companies.

Based on more than two years experience, I believe that IDC has an opportunity to become a leading-edge provider of IT services research in Europe. In the past two years IDC Benelux has managed to secure most of the major services providers in the Netherlands as CIS clients and provide them with data they use as a standard in the market.

The Services Research Group in the U.S. seems to be very successful in building an excellent and rapidly growing research program that IDC's European operations can leverage. I will be glad to contribute to IDC's European services research expansion in any way I can.

IDG New Job Opportunities Update
Monday, March 25, 1996

On-Line Copy Editor, PT (CW)
Computerworld is looking for a copy-editor to edit all original copy for style and grammar for @Computerworld. Responsibilities include converting files as necessary for production. A college degree, 2 or more years copy editing experience, knowledge of AP style familiarity with technology and technology issues required. Skills in Lotus Notes, Xywrite, and a desktop publishing program a plus. This position is part-time, 20 hours per week with afternoon hours.
Contact: Anne McCrory, anne_mccrory@cw.com Phone: (508) 879-0700 Fax: (508) 879-3760

Fluegelman Internship (CW)
Responsibilities include creating and maintaining the editorial department's contact database and conducting secondary research to support the editorial staff. Additional responsibilities include supporting primary data collection efforts, analyzing research data, and developing presentations of research results. A bachelors degree and knowledge of basic research methods, Lotus 1-2-3, Paradox, and Freelance required. This is a temporary six month position to support Computerworld's editorial research activities.
Contact: Bob Fink, bob_fink@cw.com Phone: (508) 879-0700 Fax: (508) 875-8931

Programmer / Analyst (CW)
The ideal candidate possesses 2-3 years of FoxPro 2.5/2.6 DOS/Windows programming experience in a Novell network environment and a proven ability to produce highly-readable code under tight deadlines. Requires excellent communication, customer service, and analytical skills. Web-related skills are a plus, as we are quite active on the web and anticipate greater involvement in web-related activities in the future. Novell, MS NT, or Lotus Notes certifications are an added plus.
Contact: John Block, john_block@cw.com Phone: (508) 628-4798 Fax: (508) 879-0184

Payroll Administrator (IDG)
Reporting to the Payroll Manager, the individual in this position will be responsible for a high volume of payroll and HRIS data entry. Additional responsibilities include payroll taxes. Prior experience in payroll processing required. Knowledge of payroll taxes helpful, but not required. Excellent customer service and organizational skills necessary. Ability to work in a very fast paced environment is a must.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 934-4600

Rights and Licensing Assistant (IDG Books)
The Rights and Licensing Assistant will provide administrative support to the Rights department. Knowledge of MS Office and Filemaker Pro a must. Foreign language preferred.
Contact: Pat Levenduski, plevenduski@idgbooks.com Phone: (415) 655-3015 Fax: (415) 655-3206

Marketing Manager, CPG (IDG Books)
The Marketing Manager will develop the strategic positioning of presses, series, and titles as well as direct the implementation of marketing plans in line with the CPG goals. Must have strong organizational skills.
Contact: Pat Levenduski, plevenduski@idgbooks.com Phone: (415) 655-3015 Fax: (415) 655-3206

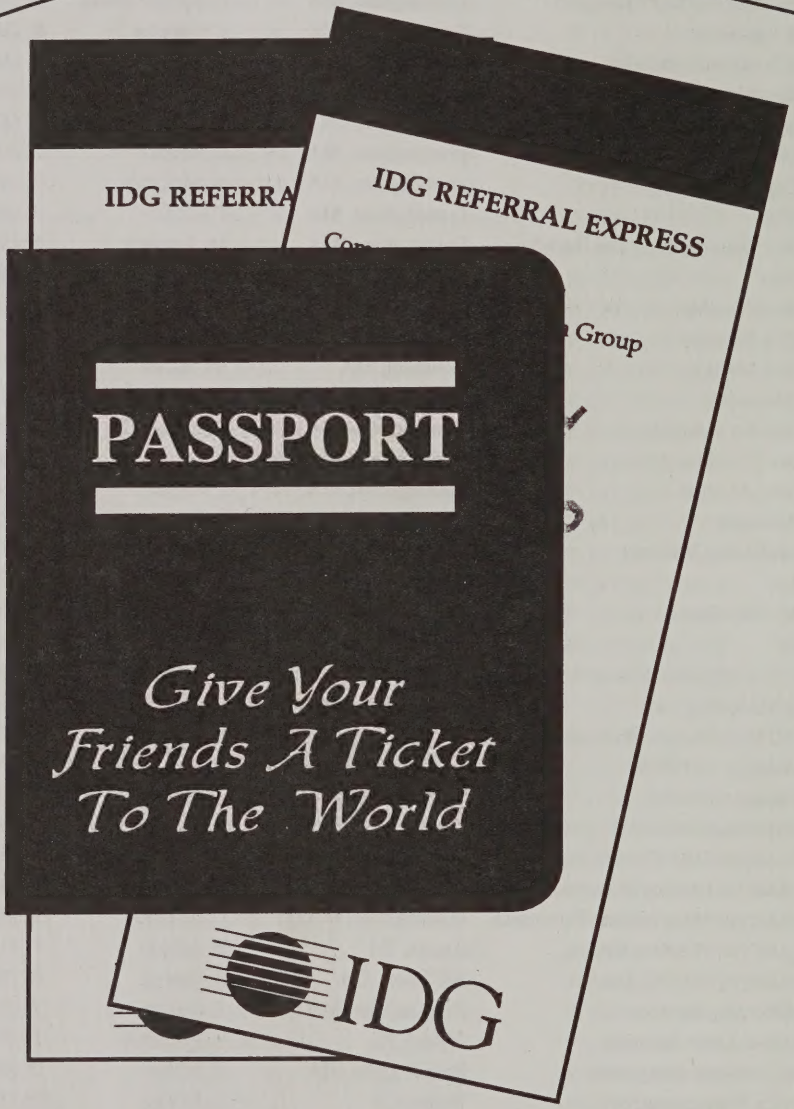
Executive Assistant (Netscape World)
Netscape World Magazine, a new IDG publication for consumer Internet users, is seeking an Executive Assistant. We are seeking a bright, enthusiastic team-player who takes initiative and possesses creative problem-solving abilities. Requires 4 - 6 years of administrative experience and excellent communication, organization, and time management skills. Computer literacy with proficiency in Word, Excel, and Powerpoint required. The ability to juggle multiple priorities successfully is essential.
Contact: Steve Drace, steven_drace@idg.com Phone: (415) 312-7823 Fax: (415) 312-7878

Publisher (Netscape World)
Netscape World Magazine, a new IDG publication for consumer Internet users, is seeking a Publisher. The Publisher will be responsible for the strategic direction, development, and growth of the business unit and the development and management of a multi-disciplinary team. The ideal candidate possesses the ability to launch a start-up venture and provide strategic leadership. He/she also possesses 10+ years of relevant experience with an emphasis on sales/marketing, an entrepreneurial spirit and excellent strategic planning, analytical, and communication skills.
Contact: Steve Drace, steven_drace@idg.com Phone: (415) 312-7823 Fax: (415) 312-7878

Vice President, Marketing (Netscape World)
Netscape World Magazine, a new IDG Publication for consumer Internet users, is seeking a Vice President of Marketing. The Vice President of Marketing will be responsible for managing and providing strategic direction to the Marketing department of a start-up company. Requires 10+ years of marketing experience and exceptional management and communication skills. Demonstrated strategic thinking / planning skills and an entrepreneurial spirit is essential.
Contact: Steve Drace, steven_drace@idg.com Phone: (415) 312-7823 Fax: (415) 312-7878

Company	Job Title	Location	Contact	Phone Number	Fax Number
IFW	Network Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Reviews Analyst, (3)	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	WebMaster	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IMI NV	Administrative Assistant, Mktg/Sales	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Office Services Assistant	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Receptionist	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	IS Manager	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IPS	Notes Administrator	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IVI	Research Director	Falls Church, VA	M. Koethe	P: (508)935-4531	F: (508)935-4600
MAC	Administrative Assistant	San Francisco, CA	M. Chow	P: (415)978-3272	F: (415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Associate News Editor	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)267-1788
MAC	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)267-1788
MAC	Technical Analyst	San Francisco, CA	L. Black	P: (415)978-3144	F: (415)442-0766
NSW	Executive Assistant	San Francisco, CA	S. Drace	P: (415)312-7823	F: (415)312-7878
NSW	Executive Editor	San Francisco, CA	S.Drace	P: (415)312-7823	F: (415)312-7878
NSW	Publisher	San Francisco, CA	S. Drace	P: (415)312-7823	F: (415)312-7878
NSW	Vice President, Marketing	San Francisco, CA	S. Drace	P: (415)312-7823	F: (415)312-7878
NW	Copy Chief	Framingham, MA	M. Cornetta Brown	P: (508)820-7474	F: (508)820-3340
NW	Event Planner	Framingham, MA	M. Cornetta Brown	P: (508)820-7474	F: (508)820-3340
NW	Layout Editor	Framingham, MA	D. Volpe	P: (508)935-4192	F: (508)935-4600
NW	District Sales Manager	Des Plaines, IL	M. Cornetta Brown	P: (508)820-7474	F: (508)820-3340
NW	Eastern Regional Sales Manager	Framingham, MA	M. Cornetta Brown	P: (508)820-7474	F: (508)820-3340
PCW	Sr. Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	Editorial Assistant, Reviews	San Francisco, CA	C.Thornton	P: (415)974-7475	F: (415)974-7316
PCW	Editorial Liaison	San Francisco, CA	P.Lemmons	P: (415)267-1776	F: (415)442-1891
PCW	Senior News Writer	San Francisco, CA	A. Reinhardt	P: (415)978-3195	F: (415)974-7316
PCW	Advertising Director for Market Dev.	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Flugelman Internship	San Francisco, CA	C.Wood	P: (415) 978-3321	F: (415)974-7316
PCW	Management Associate	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	P: (415)974-7437	F: (415)974-7316
PCW	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW/MMW	Sales Account Manager	Boston, MA	M. Taussig	P: (415)267-4560	F: (415)974-7316

Get involved in IDG's Employee Referral Bonus Program


IDG REFERRA
IDG REFERRAL EXPRESS
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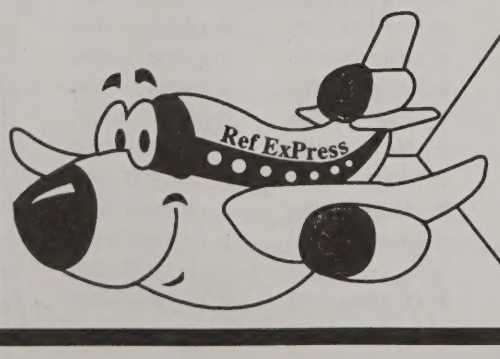
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)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11th Annual
"From All Walks Of Life"

AIDS Pledge Walk

On June 2, 1996, IDG will once again be participating in the AIDS Action Commitee's annual pledge walk in Boston. Last year IDG raised almost $40,000 between pledges and matching contributions.

As we enter the second decade of the Pledge Walk, we face some harsh statistics. AIDS remains the leading cause of death of all Americans aged 25 to 44. One in 200 Mass. residents are infected with HIV and four to five more become infected each day. For over 13 years people in the greater Boston area have turned to the AIDS Action Commitee, New England's largest AIDS organization, for a variety of services. To help this worthy cause, we ask for your support by either signing up to walk or by pledging a friend. Below is a list of contact names for most divisions. If your division is not listed please do not hesitate to call Scott Finlay at IDC for more info (508) 935-4366.

*Computerworld: Patty White (508) 820-8169
*IDC: Michelle Byda-Attahir (508) 935-4547
*Network World: Cathy Sampson/ Karen Wallace (508) 875-6400
*IDG: Sally Reinfeld (508) 935-4423
*IDG Research/ List Services: Allison Stamm(508) 879-0700

IDG AIDS Banner

In memory of those we have lost and those who are affected by HIV/AIDS, we are asking for your help in placing the names of individuals or families on a banner to be displayed at several IDG divisions.

If you wish to have somebody's name placed on the banner please contact Scott Finlay at IDC (508) 935-4366 no later than May 1st.

GUIDELINES FOR THE 1996 IDC GLOBAL FELLOWSHIP PROGRAM

- Who's eligible: All IDC employees — U.S. and non-U.S.

- Number of employees to be selected this year: 4

- Length of fellowship: Two to three weeks. Employee will remain on his/her company's payroll and benefits program.

- Grant: Each IDC fellowship is for $5,000, which is intended to offset living and travel expenses associated with the international assignment.

- How to apply: Complete a nomination form outlining goals and objectives of fellowship.

The form must be signed by the employee's manager and the manager of the host business unit.

All nominations must be submitted in English.

- How are fellowships granted? Applications are reviewed by Global Fellowship Committee members: Kirk Campbell, president and CEO, IDC; Martha Stephens, vice president, human resources, IDG; Debra Bernardi, director, human resources, IDC; Tom Mathews, director, international human resources, IDG; and Elizabeth Martin, associate human resources representative, IDC.

- For a nomination form: Contact Elizabeth Martin at tel: 508-935-4649; fax: 508-935-4610 or E-mail: emartin@idcresearch.com.

- Deadline: Completed nomination forms are due by April 15.

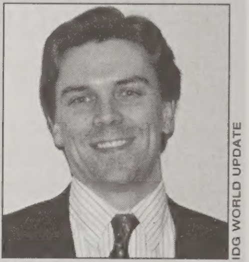
IDC GLOBETROTTERS

IDG WORLD UPDATE

HELEN DRAGOON, *senior analyst for IDC's Client/Server Support and Operational Services in Framingham, researched service providers in South Africa.*

"There were so many valuable things that I learned as a result of the fellowship. I was probably hardest struck by the similarities between the U.S. and South African markets. For example, I would have thought that the trends in the South African market would be far behind what is happening in the U.S. This is not true. Though the U.S. market is more advanced, the trends in South Africa aren't that far behind.

This is also true about people. I met some really wonderful people along the way. Though politics and culture were often a topic of conversation, when it comes right down to it, we are all pretty much the same."



IDG WORLD UPDATE

DOUG CHANDLER, *also senior analyst for the C/S Support program, spent time at IDC U.K. researching European support service providers.*

"On the professional side, it was very valuable to see the similarities and differences between IT market research in Europe and the U.S.

The clients' needs are pretty much the same, but Europe poses a special challenge because of the country-by-country differences in culture and language. You can't approach Europe as a single homogeneous entity.

On a personal level, I really enjoyed meeting and working with Keith Henry and the folks in the IDC U.K. office. In particular, Anthony Miller was very helpful to me, and put up with all of my questions about London, market research in the U.K. and Europe, and everything else that comes up when you're in a foreign country."

IDG GLOBAL FELLOWSHIP FUNDING

The IDG Corporate Human Resources Department allocates funding for global fellowships on an annual basis. Funding is designated for employees of business units that include product lines with a global product support center including PC World, Macworld and Computerworld/InfoWorld. Annual funding is also provided to IDC. IDG employees who do not fall under these categories are also eligible for a global fellowship. These individuals should contact IDG Corporate Human Resources directly.

Fellowships can range anywhere from two weeks to two months, and the grant will include all related expenses including airfare, food and accommodations.

When considering applications a number of factors are weighed:
- Benefit to the host business unit.
- Benefit to employee's own business unit.
- Benefit to IDG.
- Benefit to employee.
- Language skills.

Employees should contact their business unit's HR representative for an application or contact Tom Mathews at tel: 508-935-4710; fax: 508-935-4600; E-mail: tom_mathews@idg.com or Beth Nichols at tel: 508-935-4416; E-mail: beth_nichols@idg.com.

TRAVEL UPDATE

"E-Ticketing" Now Available in the U.S. Through IDG Corporate Travel

United Airlines, IDG's largest volume carrier, was one of the first airlines to offer electronic ticketing (E-ticketing) within its short-haul markets. Electronic ticketing has recently become the buzz word in the travel industry.

E-tickets are convenient and easy to use and are especially useful for last-minute travel plans. E-tickets eliminate the need for prepaid tickets which have a fee of $35 in addition to the price of the airline ticket.

E-ticketing also eliminates the need for courier and Federal Express delivery of paper tickets, a service that can be quite costly.

THE INS AND OUTS OF E-TICKETING

• All information normally printed on an airline ticket is stored electronically in the airline's computer reservation system. This includes seat assignments and frequent flyer information.

• IDG Corporate Travel will fax an itinerary to the traveler for his/her review once an E-ticket reservation has been made.

• Boarding passes are issued at the airport ticket counter or departure gate on the day of travel. In some cases, boarding passes can be obtained at the airline customer service center or airline club (i.e. United's Red Carpet Club). A picture identification is required to pick up boarding passes at these locations.

• Receipts for reimbursement by your business unit can be obtained from the airline at the time of travel or through IDG Corporate Travel. Note: While a photocopy of your E-ticket can be obtained from IDG Corporate Travel at any time, the department can only issue a receipt on the day that the E-ticket is purchased.

• IDG Corporate Travel must be contacted about any unused E-tickets so that the staff can process the tickets and credit IDG employees.

Contact an American Express travel representative at tel: 800-743-4432; 508-935-4432 (East Coast) or tel: 415-267-1740 (West Coast).

Transportation Offerings Expanded

Boston Coach transportation service has expanded its service base to include Atlanta, Chicago, Los Angeles, San Francisco and London. These new cities have been added to supplement Boston Coach's existing service base in Boston, New York, Newark, New Jersey, Philadelphia and Washington, D.C.

Limousine service in 350 cities

To supplement the relationship with Boston Coach, IDG Corporate Travel has signed an agreement with Dave El/Fifth Avenue Limousine. The company offers service in over 350 locations around the world.

IDG has established direct billing account numbers as well as credit card payment accounts for added convenience.

Reservations on Boston Coach and Dave El/Fifth Avenue limousines can be made through IDG Corporate Travel.

CONFERENCE PLANNING MEETING SCHEDULED

IDG Corporate Travel is organizing the company's first Meeting and Conference Planning Functional Meeting.

The meeting will be held in Boston on July 11-12. All U.S. travel planners are invited to attend.

For more information contact Lyndsey Pomella at tel: 508-935-4093, B.Talk: L.Pomella or Paul Carlin at tel: 508-935-4498.

DID YOU KNOW...

•American Airlines has matched the United Airlines discounted domestic rates for IDG travelers.

• Virgin Atlantic Airlines offers IDG employees a discount on its premium economy class service.

• IDG has added several new hotels to its discount program including hotels in Atlanta, Boston, Houston, Indianapolis, Los Angeles, Nashville, New York, Phoenix and Washington, D.C. For a complete list of negotiated rates, contact IDG Corporate Travel.

• IDG's East Coast American Express Travel office has extended its hours from 8:30a.m. to 6p.m.

*Corporate Travel Manager **Lyndsey Pomella** contributes this column to share travel tips and negotiated benefits with IDG employees. For more information contact Lyndsey at tel: 508-935-4093; BTalk: L.Pomella; or an American Express travel representative at tel: 800-743-4432 or 508-935-4432 (East Coast) or 415-267-1740 (West Coast).*

Online Functional Meeting to Address Web Publishing Issues

IDG Interactive Services Group (ISG) will host the fourth IDG Online Functional Meeting, June 25-27, at the Hotel Sofitel in Redwood Shores, Calif. The meeting is open to IDG employees worldwide involved in Web publishing.

The agenda for this year's meeting is designed to facilitate a working conference that will address the issues facing IDG business units that have Web services in place. The conference will kick off with a dinner reception on June 25 at which keynote speaker Dan Hesse, senior VP and general manager of AT&T's Online Services Group, will outline the efforts AT&T is making to open the Web to its customers and the implications of its strategy for publishers like IDG.

On Wednesday, various IDG staff will host panels featuring outside speakers focusing on Web publishing issues common to all publications including: site audit, browser standards, electronic rights and other legal issues, circulation development techniques and business/revenue alternatives. A select group of "hot" Web tool and service providers will be invited to demonstrate their products at booths set up at the conference.

The second day will feature four functional group roundtables focusing on: content/design, technology, advertising/marketing and business operations. These roundtables will allow operational specialists from various IDG business units to address key issues and share experiences. Publications are asked to send representatives who are directly involved in these areas and preference will be given to those directly involved in the topic area. These sessions will be restricted to IDG personnel.

"Because IDG is such a diverse and decentralized organization, it is especially important that we have a working session like this that allows us to share real information with each other," said **Jim Casella**, IDG's chief operating officer. "The Web is not yet a stable business environment and such sharing is a requisite if the 'net is to be a positive experience for the IDG family."

Anyone with questions or who would like to register to attend the meeting may contact ***LynAnn King*** *at ISG, tel: 415-312-7895; fax: 415-312-7878; E-mail: lynann@factory.net. Registrations must be received by May 10.*

GE BusinessTalk Administration Changes Hands

Effective April 1, system administration for GE's BusinessTalk system will be transferred from **Maureen Page-Preble** of IDG International Publishing Services, to **Jonathan Baron** of IDG in Framingham. Page-Preble has recently been promoted to office administrator at IPS and will take on increasing responsibilities within that division. The move of administration to Baron is part of a restructuring of global communications and mail management, including the development of Lotus Notes throughout IDG. Baron, in addition to handling all Business Talk requests and inquiries, administers IDG's Notes Name and Address Book. If you have any BusinessTalk related questions, please direct them to Baron or your local GE Client Services office. Baron can be reached at tel: 508-935-4413 or E-mail: j.baron (BTalk) or jonathan_baron@idg.com (Internet).

CW/IW PROFIT MARGIN REPORT:

SIX-MONTH YEAR-TO-DATE
AUGUST 1995 - JANUARY 1996

Top Third 1	China Computerworld	CW Számítástechnika (Hungary)
	Computerwoche (Germany)	Computerworld Mexico
	Computer Sweden	Computerworld Monitör (Turkey)
	Computerworld Brazil	InfoWorld U.S.
	China InfoWorld	Computerworld Schweiz (Switzerland)
Middle Third 2	Computerworld Danmark	Computerworld U.S.
	Computerworld New Zealand	CW Czechoslovakia
	Computerworld Hong Kong	Computerworld Poland
	Computerworld Malaysia	Computerworld Norge (Norway)
	Computerworld España	
3 Lower Third	Computerworld Australia	Computerworld/InfoWorld Taiwan
	Computerworld Bulgaria	Computerwelt (Austria)
	Computerworld Argentina	Le Monde Informatique (France)
	Computerworld Venezuela	Computerworld Italia
	Computerworld Singapore	Corporate Computing (Sweden)

LEADERS OF THE PACK

China Computerworld **logged the highest profit margin for the six-month period August 1995 to January 1996, while** ***Computerworld Venezuela*** **reported the greatest improvement in profit margin for the same six-month period.**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

NOTEWORTHY

PROMOTIONS

THE COMPUTERWOCHE EXECUTIVE *management team (from left):* ***Dieter Eckbauer, Michael Freter, Ralph Peter Rauchfuss*** *and* ***Karin Giffhorn.***

This past fall Munich-based Computerwoche Verlag GmbH announced the formation of a four-member management team. CEO **Ralph Peter Rauchfuss**, who joined IDG in 1991, will continue to be responsible for finance, strategic planning and coordination with the IDG Corporate Support Center in Boston. He has been joined by three experienced staff members.

Dieter Eckbauer, former editor-in-chief of *Computerwoche* and a 21-year IDG veteran, will oversee all of the company's products. In addition to *Computerwoche*, these include the reseller title *ComputerPartner* and related products, as well as a technical book series. Eckbauer will be responsible for editorial marketing and developing new products such as supplementary publications and special issues.

Former *Computerwoche* Advertising Director **Karin Giffhorn** has assumed new duties as a section manager for the publication, and she is also in charge of marketing, distribution and sales for the company's entire product range. Giffhorn will celebrate her 15th anniversary with IDG this year.

Michael Freter, who previously assisted Computerwoche senior managers, is now responsible for electronic information and service products. He oversees the IT needs for publishing *Computerwoche* and makes sure the company makes the most of new media. Freter joined IDG in 1993.

"With this new team in place, Computerwoche aims to guarantee the leading position of the company and its products and, in the future, open up new strategic fields of business," Rauchfuss said.

WITTE

Christophe Witte was named editor-in-chief of *Computerwoche* in October 1995. Witte joined the publication in 1990 as an editor in the economics and news departments and became acting chief editor three years ago. Before he joined IDG, Christophe worked for several other rival IS publications.

FIDLER

Simone Fidler is now managing overall advertising sales for *Computerwoche* and its supplements. She began her career in advertising sales for *Computerwoche* in 1983, handling ad sales for the supplements. Before joining IDG, Simone worked at a well-known German specialty publisher.

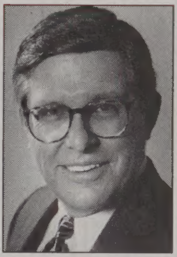
IDG WORLD UPDATE

SANCLEMENTE

Valerie Sanclemente has been promoted to manager of IDG Paper Supply Co. Val joined IDG in 1984 and was most recently administrator for Paper Supply. "This appointment is another in a series of efforts to improve the services level and response capabilities of our organization," said **Charlie Wemyss Jr.**, president, IDG Paper Supply Co.

NEW EMPLOYEES

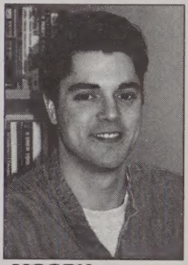
IDC Italy has hired **Salvatore De Matteis** as its new user consulting director. Salvatore has more than 20 years experience in the IS field and was most recently head of technology planning for A.C. Nielsen Italia.



HUEY

Sam Huey, most recently vice president/publishing director for *PC Computing*, has been hired as publisher of *PC World*. "It gives me great pleasure to have Sam aboard," said PCW President and Chief Operating Officer **Richard Marino**, who has also served as publisher since August 1992 and will now dedicate more time serving PCW's advertising customers and developing new media products and strategic alliances. "Like PCW Communications, Sam is a market leader with a proven track record. As *PC World*'s publisher, he will contribute his expertise and insight to enhance the magazine's leadership and strong management position."

A 12-year veteran of the computer publishing industry, Sam held a number of executive positions at Ziff-Davis Publishing, including group vice president of the Z-D Magazine Network, group vice president for *MacUser* and *MacWeek*, and national associate publisher for *PC Magazine*. He lives in Palo Alto, Calif. with his wife and three daughters and has a BA in government studies from Bates College.



IDG WORLD UPDATE

MOODY

Travis Moody has signed on as an IS intern at IDG International Publishing Services. Travis attended Harvard University Extension School and plans to pursue a BS in computer science at Boston University beginning this summer. When not hard at work, Travis plays baseball, participates in various volunteer groups and writes screenplays.

IDG Books Worldwide welcomes a host of new employees. **Katharine Dvorak** is a copy editor in Foster City, Calif. Most recently a production and copy editor for *Computer Entertainment News*, Katharine has a BA in English from the University of Puget Sound. Outside the office, Katharine is a volunteer tutor and freelance writer.

Robin Driscoll is an OEM sales representative for IDG Books, based in Foster City. Before joining IDG Robin was the Software Spectrum on-site sales representative at Compaq Computer Corp. in Houston. Robin has a BA from St. Edward's University and enjoys travel and scuba diving.

Shawn Aylsworth, who has worked in a temporary capacity at IDG Books in Indianapolis since August 1995, has signed on as a full-time page layout technician. Shawn earned a bachelor's degree in journalism and psychology from Indiana University. He is an active member of the United Methodist Church and enjoys softball and movies.

Patti Hauschild is office services coordinator, also in the Indianapolis office. Patti is currently pursuing an undergraduate degree at Indiana University Purdue University/Indianapolis. Racquetball, gardening and her pet ferret, Hermie, are her outside interests.

IDG WORLD UPDATE

GATELY

Maura Gately joins *Network World* as an infographics illustrator. Maura worked previously as assistant pre-press manager in the imaging/graphics department at the Rand Whitney Group. She received a BFA in graphic design from the University of Massachusetts/Amherst.

Elissa Rabellino has joined *Macworld* as a copy editor. Previously a features copy editor for the *San Francisco Chronicle*, Elissa has a BA in English from Occidental Collge. She enjoys photography and the outdoors.

Elena Kaplan is a research analyst, primary research for IDC/LINK. Elena earned a BA from Baruch College and enjoys reading, theater and movies.

TRANSFERS

Sally Shrout, formerly associate credit analyst for the IDG Corporate Credit Department, has transferred to IDG Paper Supply Company where she will serve as department administrator.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Ursula Sauter - IDG Germany

FIFTEEN YEARS

Helga de Gregori - IDG Germany

THIRTEEN YEARS

Juan Manuel Sáez - IDG Spain

TWELVE YEARS

Richard Fachtan - IDG Germany

ELEVEN YEARS

Mª Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain
Aromi Rajon - IDG France
Joachim Herbert - IDG Germany

TEN YEARS

Joanne Hoffman - Macworld
Suzanne Saluti - Macworld
Marie-Laure Dupuy - IDG France
Simone Fiedler - IDG Germany

NINE YEARS

Lyndsay Brunning - IDG New Zealand
Tania Evans - IDG Australia
Magdalena Koch - IDG Germany

EIGHT YEARS

Vibeke Whitehead - IDG New Zealand
Michael Welsh-Carroll - PC World
Peter Gruber - IDG Germany

SEVEN YEARS

Margarita Chiango - Computerworld
Robert Sawdon - CIO
Hiltrud Osterried - IDG Germany

SIX YEARS

Roger Bataillard - IDG Switzerland
Grant Clothier - IDG New Zealand
Maureen Roberti - Computerworld
Alessandro Degli Occhi - IDG Italy
Vibeke Søndergaard - IDG Denmark

FIVE YEARS

Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany

FOUR YEARS

Thomas Hoffman - Computerworld
Maggie Murphy - IDG
Jeffrey Fuchs - PC World
Christine Wong - Macworld
Chitose Nii - IDC Japan
Niels Møller - IDG Denmark
Dick Schievels - IDG Netherlands

THREE YEARS

Helen Saull - IDG Australia
Suruchi Mohan - Computerworld
Piyawan Homtavil - IDC Thailand
Lisa Golden - IDG List Services
Laura Rivera - IDG Mexico
Mary Corder - IDG Books
Jean Bregeon - IDG France
Michaël Thevenet - IDG France
Rene Kosmis - IDG Netherlands

TWO YEARS

Jens Stark - IDG Switzerland
Susan Wunderlich - FCW Group
Marisa Chow - Macworld
Kristina Pappas - IDG Books
Jens Nielsen - IDG Denmark
Paul Matthijsse -IDG Netherland
Stephen Graham - IDC Canada

ONE YEAR

Thomas Huerlimann - IDG Switzerland
Mark Crager - Infotainment World
Ann Fourakis - IDC Government
Mark Maric - IDG Australia
Peter Bochner - Computerworld
Gene Gartlan - IDG
Andy Reinhardt - PC World
Brad Grimes - PC World
Anucha Lohnimitt - IDC Thailand
Diana Woodworth - IDG Books
Paul Shalet - IMS/Europe
Austin Leinenger - Infotainment World
Paul Glancey - IDG Media
Penne Allen - IDC
Jacki McDonald - IDC
Laura Hunt - Computerworld
Karl Bachman - Computerworld
Armando Lazo - IDG Latin America
Andrew Hawn - PC World
Sandy Schackman - PC World
Elizabeth Bertolozzi - Research Svcs.
Alice Chan - IDG Hong Kong
Jim Markham - IDG Books
Tracy Brown - IDG Books
Blane Ashby - IDG Books
Fabienne Valat - IDG France
Roland Bischoff - IDG Germany

CELEBRATING 10+

Karen Wallace

HOME: Framingham, Mass.

JOINED IDG: April 1984 as editorial assistant for *Computerworld Focus* and *On Communications.*

CURRENT TITLE: Advertising operations manager at Network World. I manage budget, ad coordination, reader service reporting, premium positions, nightly page counts, reporting for all sales managers and publisher, track sales territory activities, and serve as contact for revenue system changes/problems.

MOST CHALLENGING PART OF YOUR JOB: Keeping up with all the changes in technology and printing.

MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK: One Halloween I dressed up as a prisoner with mask, ball and chain and striped outfit. Nobody knew who I was as my boss sent me haunting the hallways. Every time someone would come into our department, my boss would send me off so that no one would know who I was. I remember scaring the daylights out of a select few.

DID YOU THINK YOU'D BE HERE FOR 12 YEARS? I never imagined I'd be here this long. I though this was going to be a great stepping stone...and here I am almost 12 years later.

WHAT'S KEPT YOU AT IDG FOR SO LONG? The people make this a great place to work, but the corporate structure and values are what draw in some of these really great people. It helps that I have enjoyed my jobs here at IDG.

INTERESTS OUTSIDE THE OFFICE: Spending time with my son Timothy, crafts, camping, and quality family time.

KAREN WALLACE JOINS IDG CHAIRMAN PAT McGOVERN FOR *dinner at Boston's Ritz-Carlton in honor of her almost 12 years of service to IDG.*

DREAM DESTINATION: Bora Bora — my uncle has prescribed this trip for me as a stress reliever.

FANTASY JOB: Running a campground somewhere beautiful and quiet. One of our goals as a family is to own a campground. We know it's a lot of hard work, but it's something we'd enjoy doing.

MANAGER'S PROFILE: "Karen has been with Network World since day one and has contributed to our success through exceptional internal and external customer service. Even at times of great stress, she remains cool as a cucumber."

- ***Evilee Thibeault**, senior vice president/publisher*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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April 1, 1996

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DELTA GRAPH ADDS AMIGA COMPUTING GREECE TO MAGAZINE LINEUP
PAGE 2

ON LINE: KATHY DINNEEN, PRESIDENT OF IDG RESEARCH SERVICES, TAKES A TURN
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

MACWORLD Expo/Tokyo Crowd Tops 171,700

THE APPLE BOOTH DREW THRONGS *of people throughout the four-day event at the Nippon Convention Center.*

Every year, the two words used most often to describe MACWORLD Expo/Tokyo are "bigger" and "better." The sixth annual show continued that tradition in February, drawing a record 171,749 visitors and 320 exhibitors. In association with the Fuji Sankei Group, IDG World Expo/Japan planned and produced the exhibition and Macworld Communications Japan planned and coordinated the conference portion of the event.

"MACWORLD Expo/Tokyo is an unparalleled event that users own," said **Setsurou Tamai**, president of IDG World Expo/Japan. The enthusiasm of the crowd was evident at the MacSquare area of the show, where begin

•CONTINUED PAGE 2 •

IDG Global Communications Group Rolls Out Notes Applications

Strategy calls for Web access soon

The Global Communications group was created in August 1995 to develop and enhance IDG's global information and technology infrastructure. The group's mission is to:

"Develop a comprehensive global IT infrastructure that will enable IDG business units to effectively leverage common technology and information resources to increase productivity and profitability companywide."

To that end, VP/Global Communications **Jeff DeBalko** and his staff have established five primary goals:

1) Implement a managed global network and E-mail infrastructure.

2) Promote IDG's corporate units as technology leaders.

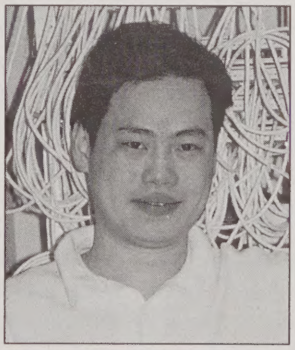
3) Act as a technology "conduit" between business units.

4) Evaluate new technology for global use.

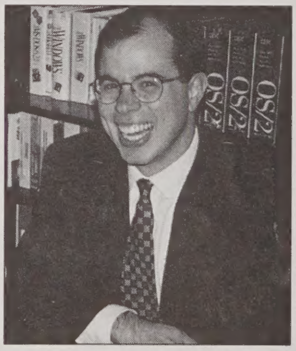
5) Develop and deploy global and corporate applications.

The significant progress that has been made in each of these areas is represented in the launch of IDG Global Communication's first major initiative. With the deployment of the IDGComm and IDGExec application suites, the group has begun to fulfill the promise of changing the way in which IDG employees share, manage, and distribute information on a companywide basis.

"Many business units and corporate departments were involved in the development of this initiative, but we have only really scratched the surface of what is possible," noted DeBalko. " It is our intention to deliver new information resources and more effective technology on a regular basis." The IDGComm and IDGExec application suites are based in Lotus Notes but they will also be avail



ROBERT CHANG, SENIOR *applications developer and architect of the IDGComm rollout.*



JONATHAN BARON, GLOBAL *Lotus Notes and E-mail administrator.*

IDG WORLD UPDATE PHOTOS

•CONTINUED PAGE 4 •

MACWORLD

continued from page 1

ners and experts alike tried out Macintosh equipment and purchased goods from exhibitors.

According to Apple Japan, the Macintosh share of the Japanese PC market was 18% in 1995, its highest level ever.

Gilbert Amelio, recently appointed chairman and CEO of Apple Computer, spoke to the attendees on the first day of the show, saying to loud applause, "I am not at all worried about the future of Apple."

Amelio and David Nagel, Apple's senior vice president for worldwide research and development, described a new strategy that focuses on the key niche markets where Apple has been most successful: publishing, graphics, multimedia, education and Internet publishing and access. Nagel also emphasized Apple's commitment to creating products specifically for international markets.

DAVID POGUE, AUTHOR *of numerous Mac books published by IDG Books Worldwide, autographs a copy of his latest title for IDG Chairman* ***Pat McGovern*** *at MACWORLD Expo/Tokyo.*

Macworld's Global Product Support Center and *Macworld Japan* teamed up one evening for a cocktail reception for 80 customers. With Japanese and U.S. clients mingling with *MW Japan* advertising staff, the event helped heighten customers' awareness of Macworld's global brand image, and helped position IDG as a company that empowers clients not only domestically but also internationally.

MACWORLD GPSC OFFERS NEWSLETTER FOR IDG CLIENTS, NEEDS RSVPS TO PRODUCT LINE MEETING

The Macworld Global Product Support Center has begun publishing a quarterly newsletter, the *Global Market Report*, to provide valuable market information for U.S. Apple developers who market or plan to market products globally. The newsletter is also a promotional piece for Macworld and IDG's global presence. Any IDG employee that would like a copy mailed to clients should contact Kim Luedee at the Macworld GPSC.

■ ■ ■ ■ ■ ■ ■ ■

Macworld's annual global product line meeting will be held at the Hotel Le Warwick in Paris, May 20-23. Guest speakers, including Claris President Guerrino DeLuca and top Apple executives, will talk about Apple's future and its impact on international markets. To register for the meeting, or to request the *Global Market Report*, contact Kimberlee Luedee at tel: 415-978-3396, fax 415-442-0766, or kimberlee_luedee@macworld.com.

IN BRIEF

Novell
Novell
Novell

NOVELL WAS AMONG THE MORE THAN 70 COMPANIES *exhibiting at the TeleComNet show sponsored by IDG's Israeli licensee, People and Computers.*

The biannual InfoTech Exhibition produced by People and Computers, IDG's affiliate in Israel, drew more than 14,000 attendees and 70 companies to Tel Aviv. The theme of the February event was telecommunications. The show, dubbed TeleComNet, covered the latest hardware, software and services available for telephony, communications, networking, general computing and the Internet. In addition to managing the exhibition, People and Computers ran 12 seminars and workshops and organized a high-tech employment fair.

The flurry of activity at TeleComNet was representative of the pace of Israel's IT environment. The country's software industry is now the leading Israeli export industry, with a growth rate of 20%-25% a year. Israel's products in the areas of data communications, encryption technology, education, finance and anti-virus and security software have attained global recognition.

Thanks to ***Sandra Fathi*** *for contributing this article.*

Greek Licensee Plans Launch of Third IDG Title

In Greece, Delta Graph Ltd. plans to publish *Amiga Computing*, its third IDG-licensed publication, in June. The company had been publishing *Gamepro Greece* since April 1995, and *Multimedia World Greece* launched in December 1995.

The installed base of Amiga computers in Greece is approximately 75,000, Delta estimates, of which 40,000 are in active use. Though small, Delta considers this market strong enough to support a local Amiga publication.

Plans are to launch a 100-page folio with a predominantly newsstand circulation of 10,000. Some of the content will be drawn from *Amiga Computing* published by IDG Media in the U.K.

CORRECTION

In the March 25 issue of *IDG World Update*, Dan Sommer's name was spelled incorrectly in the caption on page 1.

ON LINE

KATHY DINNEEN

The president of IDG Research Services Group is this week's guest columnist.

Q Can you give a capsule view of your group's scope of work?

A IDG Research Services Group's mission is to provide a wide variety of cost-effective primary and secondary research services to IDG companies and their clients. Depending on customer needs, the group can design and manage an entire study, or it can be specific to one or several phases of a study, such as questionnaire development. We also offer secondary research services, including market briefs, computer industry market data from IDC and other sources, syndicated media study analysis, competitive publication monitoring, and advertising tracking.

Do you ever work with IDC? What's the difference between the kind of research you conduct and the research IDC conducts?

A majority of the research we do is publishing-related, where we survey the subscribers of the publications. This includes studies such as editorial tracking studies, studies for articles, reader profile studies, buying involvement studies, and awareness and advertising tracking studies for advertisers, just to name a few. The research we conduct for the publications is generally far less expensive than the studies that IDC would undertake on a consulting basis for its clients, or for its continuous information programs.

We have undertaken studies for the publications where an IDC analyst helps with the design of the questionnaire. The publication will then share the results with IDC for inclusion in an IDC report or bulletin.

Why is research so expensive?

Everything is relative, but I firmly believe that research is not that expensive, when you consider the return that you can get on the investment. Recently, IDG Research helped InfoWorld conduct an extensive study on the Intranet which has helped InfoWorld get high-level meetings with major IT companies, such as Microsoft and Netscape. We also helped CIO conduct a study on IT standards which CIO is selling to top IS executives for $800.

While research studies can run anywhere from $2,500 to more than $150,000, the bulk of what we do is in the $6,000 to $12,000 range. You can conduct a fairly comprehensive study, with a four-page questionnaire, dollar bill incentive, mailed to 1,000 people with standard tabulations of the results for around $5,500.

The cost of studies can go up significantly from there, depending on the length of the questionnaire, the number of open-ended questions, the statistical analysis performed, and the executive summary and graphics desired. Telephone studies are generally more expensive depending on the number of interviews you want to complete, but allow for a much quicker turnaround.

If a publication can only conduct one kind of study, which type would you recommend and why?

I would design one study that covered the buying involvement of the subscribers with key IT products, along with the dollar expenditure for those products with which the respondents are involved. While I recommend against long questionnaires due to falling response rates, I would also try to get some brand preference questions in (if I could only have one study!). This study would help to show advertisers the involvement of the subscribers with the advertisers' products, that the subscribers have buying power, as well as the brands they prefer.

What non-IDG clients have you worked with recently and what kind of research are you doing for them?

We conducted an extensive study for Digital last fall on eight of their customer newsletters, where we determined the duplication of the eight lists, provided an extensive qualitative review of each newsletter by six publishing experts, and then surveyed the recipients to determine the readership and usefulness of each of the eight newsletters. We have also just completed a subscriber profile study for MIT's *Sloan Management Review*.

How much work do you do with IDG business units (or non-IDG clients) outside the U.S.?

We have worked with the Computerworld and Macworld Global Product Support Centers and will be working with the Network World GPSC to conduct subscriber profile studies among the publications worldwide. We have also conducted advertising tracking studies in Europe for Computer Associates.

The trickiest part of conducting these studies is making sure the translations are correct. We typically have the translations done in the U.S. and then have each country review and correct the translations. Unfortunately, that doesn't always work! Last year we sent the Computerworld subscriber profile questionnaire to Turkey to review, and they informed us that the Turkish we used was 10 years old and that the language had changed many times in that period! The staff of *Computerworld Monitör* ended up doing the translation themselves. This is an extreme example, but it shows the importance of making sure the translations are correct.

WANTED: YOUR IDEAS!

If you have story ideas and comments about *IDG World Update*, contact the editors via the Internet: world_update @idg.com; fax: 617-423-0712; tel: 617-423-9030.

GLOBAL COMMUNICATIONS

continued from page 1

able in a similar format on IDG's Global Communications Web server in the near future.

INTRODUCING IDGCOMM

IDGComm is a suite of Lotus Notes applications that contain useful information for IDG employees. Among the initial offerings of interest primarily to U.S. employees are:

- **IDG Employee Handbook:** Have you ever had to look up something in the handbook, but you just can't remember where you put that binder? Or maybe you're missing a page or two? No problem. Just load up Notes and access it right at your computer. The online version of the handbook contains everything that's in the binder, including all the charts and tables.
- **IDG Job Opportunities:** This is the online version of the job listing that's included in each issue of *IDG World Update* sent to U.S. employees. The online version provides several advantages in the way in which you can view the listings — by job title, by location, by date posted or by job category.
- **IDG East Coast/West Coast Training:** These are the online versions of East Coast and West Coast training catalogs distributed every quarter. Not only do they contain course information, but also information on all available audio/visual materials and profiles on instructors. You can even fill out an enrollment form online.
- **IDG Forms Library:** Need to fill out an HR form but don't want to hike up (or down) the stairs to your HR representative? Just get online and fill it out in Notes. Forms currently available include: Tuition Reimbursement, Automatic Deposit Authorization, Change in Personal Information, Matching Gift and Performance Appraisal. IDG Global Communications plans to put every available IDG form online in the near future.
- **IDG Summary Plan Descriptions:** Questions about the 401(k) plan or the Dependent Assistance Program? It's all in Notes. Just like the IDG Employee Handbook, this database provides all of that information right at your fingertips.
- **IDG North American Travel Policy:** If you're one of the many IDG employees who's often on the road, this database is an invaluable resource.

Initial applications that will have worldwide relevance include:

- **IDG Worldwide Events:** This application began as the work of IDG Marketing Services/Europe and is now updated on a regular basis by IMS staff around the globe. It is an online calendar of IDG events worldwide. It lists the date, time, location and sponsor of each event. You can even send E-mail to the person organizing the event.
- **IDG Press Release Database:** IDG just launched a new publication and you want to see the press release for it? Check out this database.
- **BusinessWire:** BusinessWire stories are fed directly into this Notes database via satellite.
- **IDG News Service:** This database contains news stories from many of our publications worldwide as well as from our dedicated team of News Service correspondents. You can search and sort the news stories in a variety of ways.

INTRODUCING IDGEXEC

IDGExec is a set of Notes databases that contains confidential information that will be available only to IDG business unit presidents and their designates.

- **Monthly Commentary:** This database contains monthly commentaries submitted by business unit presidents, monthly financial charts, board meeting minutes and comments from Chief Operating Officer **Jim Casella**.
- **IDG Marketing Services/U.S. Sales Call Reports.**
- **IDG Marketing Services/Europe Sales Call Reports.**
- **IDG International Marketing Services Sales Call Reports.**
- **IMS/U.S. Adscope:** This contains Adscope market share info.
- **IMS/U.S. Accounts:** This database contains profiles of IMS/U.S. customers.

The list above is just a start, according to **Robert Chang**, senior applications developer. Several additional Notes applications are currently in the works, with special emphasis on applications that have a global audience, Chang noted. One will contain detailed information about each IDG publication worldwide including rate cards and mechanical specifications. Another will contain an online version of the Managers Handbook. There will also be a database containing information about each IDG global customer and IDG Research Service's "Competitive Update."

AN IDG-WIDE COMMITMENT

"The commitment to enhancing IDG's global information and technology effort comes from every level of the organization," Casella said, "and underscores our belief that effective communication and use of technology is a key to our future growth and success."

Much of the commitment to ensuring the success of the initial launch of IDGComm applications came from IDG's Human Resources department, according to DeBalko. "IDG HR is a critical component of the company's global communications strategy," he noted.

"The Notes-based applications are a natural evolution in the way we communicate with employees," said **Martha Stephens**, VP/Corporate HR. "Our overall goal is to enhance organizational performance. By using Notes-based applications, employees spend less time looking up information, locating and filling out forms and other internal administrative tasks and more time serving their clients' needs."

Investing in information technology resources to improve communications and productivity has proven very successful at IDG business units that have made the commitment. "Our experience at InfoWorld with our own INFO-Comm Lotus Notes-based initiative over the last year has been highly rewarding, due in part to the ease of use of the system itself and the development of our system with the input of those using it," said **Jim Martin**, president and CEO of InfoWorld Publishing. "I've demonstrated INFOComm to many of my colleagues who seem to instantly recognize its usefulness for both communications and work group productivity.

"IDGComm will be a highly successful new medium for exchanging "best practices" and for keeping our worldwide lines of communication open in a truly global, nonstop, competitive business," Martin added.

•CONTINUED NEXT PAGE•

IDG New Job Opportunities Update
Monday, April 1, 1996

Database Quality Analyst (CW)
As part of the roll-out of major Lotus Notes development activities, we are looking for someone to coordinate all activities related to managing the quality of our databases. Responsibilities include analyzing Notes applications, assisting departments with loading and unloading databases to the CW databases and assisting users in the proper use and training of database users. In addition, he/she will also be responsible for linking Notes databases to external database applications, including WWW applications and SQL databases. Framingham, MA.
Contact: Susan Brown, susan_brown@idg.com Phone: (508) 935-4099 Fax: (508) 935-4600

System Administrator / Webmaster (IMI NV)
Netscape World Online seeks an experienced Unix and Mac system administrator with Internet experience to provide technical support for our editorial team. Position will help us streamline our production process, evaluate new technologies for incorporation into our Webzine, as well as help us supervise our contractors and vendors. Requires solid experience with SGI and Sun Unix; CGI, Perl, and Unix shell scripting; HTML; and TCP/IP networking. We're a unique bunch, so you'll also have to work well with a diverse group of people. San Francisco, CA.
Contact: Cynthia Meade, cynthia@iminv.com Phone: (415) 278-1005 Fax: (415) 278-1050

IS Director (IPS)
We are seeking a highly motivated IS Director to manage our Information Systems and develop strategies for the support and infrastructure of our IS-driven departments. Will work closely with departmental managers to implement IS solutions throughout the division, which includes global IS solutions for our remote staff members located in 9 countries. Position requires an extensive technical background with 7-10 years of experience in positions of increasing responsibility and management, including user support, LAN management in a Client/Server environment, TCP/IP and Netware experience. Requires a collaborative attitude and a "hands-on" approach to solving problems, as well as the ability to work in a fast paced, deadline oriented environment. Boston, MA.
Contact: Lori Connolly, lori_connolly@idg.com Phone: (508) 935-4791 Fax: (508) 935-4600

Assistant Managing Editor (NW)
The Assistant Managing Editor will perform copy desk and layout functions and oversee those departments, as well as assist our Managing Editor in scheduling and planning duties. In addition to being responsible for grammatical clarity and accuracy in our book's text, headlines and graphics, this person will manage a staff of two copy editors and two layout editors. This person will be an active member of the copy desk, coordinating the staff's daily tasks and evaluating the quality of copy and layout packages. Candidates should possess copy editing skills, management experience and preferably experience in a high tech publishing environment. Framingham, MA.
Contact: Mary Cornetta Brown, mbrown@nww.com Phone: (508) 820-7474 Fax: (508) 820-3340

Fluegelman Intern (PCW/MMW)
The candidate in this position will gain six months of hands-on experience in research, reporting, editing, writing news, features and reviews. Interns should expect to progress through highly structured assignments in the features, news, reviews, and new media sections of Multimedia World. Candidates should have experience with multimedia technology, be PC proficient and possess strong writing skills. A background in the arts, including video creation and editing is preferred but not required. San Francisco, CA.
Contact: Russell Glitman, russell_glitman@pcworld.com Phone: (415) 267-1769 Fax: (415) 974-7316

Director, Web Support Center (Web Publishing Inc.)
Create and manage online-based expertise support center for IDG's online activities around the world. Support center will provide relevant news, case histories, and threaded topical discussions for mutual support and leveraging of IDG's current and future online offerings worldwide. Ideal candidate knows IDG, has editorial background and some familarity with the Web, and can manage volunteer contributors. San Francisco, CA.
Contact: Barbara McDonald, barbara@sunworld.com Phone: (415) 978-3395 Fax: (415) 267-1732

Please look forward to the complete list of job opportunities across IDG on Monday, April 29

IDG West Career Training and Development Program

IDG West is offering courses for all aspects of your professional and personal development. Coming to you shortly is the catalog for all classes being offered third and fourth quarter.

Look **for your new catalog in the mail the first week of April.**

Coming Up...

Presentation Skills - Basic	8:30am - 12:30pm
Presentation Skills - Intermediate	1:00pm - 5:00pm

Date: April 16, 1996
Place: Infoworld, 155 Bovet road, suite 800, San Mateo, CA

For more information regarding these courses, please contact your human resources director or Ellen Aronowitz, IDG West Training Coordinator at (415) 312-0673

IDG East Coast Collaborative Training Program

IDG ECCT has a jam-packed calendar of courses scheduled for Q3. Just a few are listed below so consult your 1996 East Coast Collaborative Training Catalog for the whole story!

Executive Writing	9:00am to 5:00pm plus coaching April 16 & 17, 1996
Ergonomics - Comfort at the Computer	9:00am to 12:00pm April 29, 1996
Editorial Skills - Writing & Editing	8:30am to 12:30pm
Interviewing & Reporting	1:00pm to 5:00pm
Design & Layout	8:30am to 12:30pm May 21, 1996

Place: IDG HR Training Room, 5 Speen Street, 2nd Floor, Framingham, MA

For more information about ECCT programs, contact Julie Lynch at 508-935-4041

IDG's Global Communications VP Tackles Your 'FAQs'

Q What are your key responsibilities as VP of Global Communications?

A My primary responsibility is to define and execute a global IT strategy for IDG, leveraging the benefits of our highly decentralized company. I work closely with the Global Communications staff and the IDG Information Services group as we develop our global network infrastructure and deliver our suite of global applications.

The most interesting part of my job is meeting with IDG business unit and IS managers worldwide to get a better understanding of their business issues, technology infrastructures and needs and ideas about leveraging information and technology globally for IDG. One of the major benefits of our global communications effort is the opportunity to identify the "best practices" for information and technology management at IDG business units and share this information with others, thereby eliminating a lot of "reinventing of the wheel" across IDG. My staff and I also spend a lot of time evaluating new technology that IDG business units can take advantage of.

GLOBAL COMMUNICATIONS

continued from previous page

HOW DO YOU GET ACCESS?

Currently, your business unit must employ Notes to take advantage of these online resources. To begin using IDGComm applications, contact your IS manager. If you want access to the IDGExec applications, you need to obtain authorization from your business unit president, who should then contact Jeff Debalko (jeff_debalko@idg.com).

If you're having problems with any of the databases, please contact your IS manager first. If he or she can't help you, feel free to contact the IDG Global Communications staff by phone (the contact information is available via the HELP button in each database) or send your questions/comments via the Internet to globalcomm@idg.com.

These databases exist for your use. The staff welcomes your comments and suggestions for improvements to the databases that will make them as useful to you as possible.

My long-term goal for global communications is to change our corporate "information culture" from a binder and fax mentality to one based on electronic communication, collaboration and distribution. This will have a significant positive impact on overall productivity and profitability.

DEBALKO

After nine years at InfoWorld, how different is your new role?

As VP of IS at InfoWorld, my role was primarily management. I was a member of the executive management team making business decisions for the company, and I was responsible for the management of a great staff of IS professionals. Now, my role is mostly consultative.

There are no mandates here. We are providing resources that will help IDG business units share and leverage information and technology. Whether or not business units find it in their best interests to take advantage of our resources is totally up to them. My experience at InfoWorld has been one of the most valuable assets in my new role. Having worked on the front line of a business unit for several years, I gained experience that other business units may benefit from.

What is Global Communications' relationship to the IDG IS group?

Global Communications and IDG IS work closely together. When the Global Communications group was created, my first order of business was to sit down with IDG IS Director **Nancy Newkirk** and Senior Technology Manager **Kevin Burns** and come to an agreement on leveraging the IDG IS expertise in managing technology to support our global infrastructure. We established Framingham as our global technology "hub" and have continued to work together on all aspects of the global communications effort. In fact, the first addition to the Global Communications staff was **Jonathan Baron**, global Notes/E-mail administrator, who is located in Framingham and reports to Kevin Burns.

Many business units are trying to define their internal communication strategies. What is your view on the Notes vs. Intranet debate?

This is certainly a hot topic right now. My view is that anyone who is too "evangelical" on either side of the debate is equally wrong and missing an opportunity to exploit some great technology. I can only echo IDG President **Kelly Conlin**'s comments that our focus is on effectively delivering information to the widest possible IDG audience to have the greatest possible positive impact on productivity and profitability. We'll use the best technology available to accomplish this including Notes, the Web or something new that serves our long-term goals.

Many options currently exist, with Notes and the Web the best and most popular. Whether you decide to use one or the other or both will depend on several factors including: your current infrastructure including clients and servers; your level of expertise with the various technology platforms; your application needs; your security, collaboration, and remote access requirements; the interests of your users; and your training issues. The question of cost is almost moot. Either solution from scratch can be equally expensive depending on the answer to the questions above. The primary issue is not what technology you use but how you use it. Understanding and exploiting the power of information, communication and collaboration is the ultimate goal.

NOTEWORTHY

NEW AT IFTW

TALMADGE

Infotainment World welcomes **Gini Talmadge** as president of *PC Entertainment*. Most recently publisher of *CD-ROM Today*, *PC Gamer* and *Computer Entertainment News*, Gini also spent nine years in a variety of management positions at Ziff-Davis Communications and has consumer electronics marketing experience with prominent industry players such as Atari Inc. In her new role, Gini will oversee all aspects of *PC Entertainment* and related products.

ROUSSEAU

The company also announced the promotion of **John Rousseau** to president of *GamePro* magazine. Previously IFTW's executive vice president, John will now be responsible for all aspects of the *GamePro* business, from strategic positioning to operations.

FERRELL

John and Gini will report to **Pat Ferrell**, who has assumed the role of CEO of IFTW and will focus much of his attention on developing expos and events. "John's promotion is richly deserved, and we are thrilled to have Gini Talmadge on board," noted Pat. "Their talents will be key in realizing our commitment to operating our product lines autonomously. With their leadership, we can take *GamePro* and *PC Entertainment* to the next level as our industry continues to explode."

PROMOTIONS

Steve Tozeski, formerly sales manager for IDG List Services, has been promoted to director of list management. "Steve has been an instrumental part of our excellent revenue year after year," said **Deb Goldstein**, president, IDG List Services. "He communicates teamwork, commitment, exceptional customer service and market knowledge."

NEW EMPLOYEES

Kevin Hause has joined IDC in Mountain View, Calif., as a personal systems analyst. Formerly operations manager for the CIS department of Ingram Micro, Kevin has an MBA and a BS in engineering science from Vanderbilt University.

THREATT

IDG WORLD UPDATE

Jennifer Threatt is office services assistant for IDC at 3 Speen Street in Framingham. Jennifer graduated from Stonehill College last May with a BA in psychology.

InfoWorld welcomes four new employees to its San Mateo, Calif., office. **Ephraim Schwartz** is section editor, hardware. Ephraim has a BA from the City University of New York and most recently served as editor-in-chief for *Computer Buyer's Guide*.

Shawn LoCascio is an editorial assistant for *InfoWorld*. Previously an administrative assistant at Visa USA, Inc., Shawn attributes everything he's learned to the television snippet "School House Rock." He enjoys snowboarding and mountain biking.

Linda Johnson Schneider is a business development specialist. Formerly marketing analyst for *Golf Digest*, Linda received a BA in advertising and public relations from the University of Bridgeport.

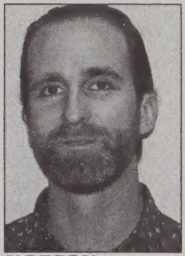
Most recently associate online editor at *PC Computing*, **Dylan Tweney** has joined *InfoWorld* as associate reviews editor. Dylan has a BA in religion from Williams College and an MA in religious studies from the University of California/ Santa Barbara.

NORBUTAS

Ellen Norbutas has joined IDG Books Worldwide in Foster City, Calif., as executive assistant to COO **Steve Berkowitz**. Previously assistant to the president of a San Francisco law firm, Ellen holds a BA in communications studies from California State University/Sacramento and is currently working on her MBA at Notre Dame College in Belmont, Calif. Outside the office Ellen takes full advantage of her proximity to the Pacific Ocean and enjoys windsurfing, scuba diving and water skiing.

GRUBBS

Linda Grubbs is assistant to the editor-in-chief at *PC World*. Linda earned a bachelor's degree in professional studies/ business from Audrey Cohen College and spent the past three-and-a-half years working as assistant to the college's vice president. Linda volunteers with at-risk youth and enjoys basketball and Star Trek.


NORTON

IDG WORLD UPDATE

Thomas Norton has signed on as associate art director for *Network World*. Thomas, who earned a BFA from Southeastern Massachusetts University, worked in a similar capacity at *The Middlesex News*. Outside the office Thomas is writing and illustrating a children's book and enjoys time with his family.

Computerworld welcomes **Dave Arezki Daoud** as a market research analyst. Before joining CW's Framingham office, Dave was a data and market analyst for International Consulting Group. He has a BS in management from NHI in Algiers, an MS in management from IFP in Paris and is working towards an MS in economics from Suffolk University.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Edward Acly - IDC

ELEVEN YEARS
Richard Mikita - Computerworld
Joan Swarms - IDG Newsletters

TEN YEARS
Judit Fülöp - IDG Hungary
Carole Zozoya - IDG France

EIGHT YEARS
Sophie de la Gueriviere - IDG France
Catherine Boisadam - IDG France
Norma Mena - IDG Argentina
Crawford Del Prete - IDC

SEVEN YEARS
Kirsten Højrup - IDG Denmark
Sophie Huang - IDG Taiwan

SIX YEARS
Susanne Kirmaier - IDG Germany
Hans Königes - IDG Germany
Andrea Piontek - IDG Germany
Nikolai Utpadel - IDG Germany
Lawrence Neves - Infotainment World
Jayne Salinger - IMI/Publish
John Kilcullen - IDG Books
Aida Garcia - IDG Mexico
Peter Pilkington - IDC U.K.
Josiane Duhamel - IDG France
Miryam Contreras - IDG Argentina
Claudia Sans - IDG Argentina
Anthony Picardi - IDC

FIVE YEARS
Claudia Heidutzek - IDG Germany
Ingrid Kurz - IDG Germany
Nurhan Memis - IDG Germany
Lothar Miedel - IDG Germany
Peter Leslie Townsend - IDG Germany
Stella Chan - PC World
Renee Amadio - IDC

FOUR YEARS
Krisztina Havadi - IDG Hungary
Gábor Révész - IDG Hungary
Allen Wu - IDG Taiwan
Daphne Jeng - IDG Taiwan
Cindy Su - IDG Taiwan
Ruth Sager - IDC

THREE YEARS
Andrea Weinholz - IDG Germany
Ulrike Schauf - IDG Germany
Sabrina Valcarcel - IDG Argentina
John Fisher - Infotainment World
Chris Strodder - Infotainment World
Kathy Badertscher - PC World
Bin Li - IDG Asia
Joel Deceuster - IDG Mktg. Services/U.S.
Kirstin Pihl - CIO
Zena Savage - Computerworld
Stefani DiMauro - IDG Books
David Schneider - IDG Newsletters
Doreen Francy - IDC

TWO YEARS
Attila Schopp - IDG Hungary
May Han - IDC Singapore
Angela Shieh - IDG Taiwan
Ann Peng - IDG Taiwan

ONE YEAR
Madeleine Bonk - IDG Germany
Sebastian Hirsch - IDG Germany
Eva Margarethe Kuther - IDG Germany
Christian Meyer - IDG Germany
Romana Schütze - IDG Germany
Elizabeth McGrath - Multimedia World
Michele Koethe - IDG
Brenda Buckley - Computerworld
Jennifer Elliott - Computerworld
Thomas O'Halloran - Computerworld
Elisa Morvillo - Computerworld
Heather Albright - IDG Books
Nancy Dunn - IDG Books
Philip Morris - IDG Media
Shelia Tan - IDG Singapore
Rosalynn Chua - IDG Singapore
Yusef Mazicioglu - IDG Turkey
Hitoshi Kannari - Macworld Japan
Fanny Shu - IDG Taiwan
Vicky Chung - IDG Taiwan

PC WORLD PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE AUGUST 1995-JANUARY 1996

Top Third 1

- PC World U.S.
- PC World Norge (Norway)
- PC World New Zealand
- PC World Svenska (Sweden)
- PC World Taiwan
- Computer!Totaal (Netherlands)
- PC World España (Spain)
- PC World Ekspress (Norway)
- PC Welt (Germany)

Middle Third 2

- PC World Türkiye (Turkey)
- PC World Komputer (Poland)
- PC World Japan

3 Lower Third

- PC World China
- Windows World (Sweden)
- PC & MacWorld Hungary
- PC & MacWorld Bulgaria
- InfoPC (France)
- PC World Czech Republic
- PC World Italia (Italy)

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

PC WORLD
Get the Most From
WINDOWS 95
COMPUTER!
Uw bureau te vol?
In één klap klaar
COMMUNICATIE ZONDER DRAADJE

PC World U.S. logged the highest profit margin for the six-month period August 1995 to January 1996, while *Computer!Totaal* of the Netherlands reported the greatest improvement in profit margin for the same six-month period.

CELEBRATING 10

Carol Spach

HOME: Concord, Mass.

JOINED IDG: Oct. 3, 1985 as circulation director for IDC Newsletters.

CURRENT TITLE: VP/Circulation, CIO Communications.

MOST CHALLENGING PART OF JOB: Increasing our circulation while maintaining our strict demographic qualification criteria.

LATEST ACCOMPLISHMENT: At work — planning our largest direct mail campaign ever with fewer than eight weeks from start to finish in order to launch *WebMaster* magazine with 100,000 subscribers in May. Outside work — putting on ice skates for the first time in 20 years at my daughter's birthday party and not breaking any bones!

JOINED IDG BECAUSE: In 1985 I decided it was time for a career change. I left the publishing industry after 10 years and attempted to buy a gourmet food take-out shop. Within five months I realized that not only could I lose my shirt but everything else I owned, so I returned to publishing.

WHAT'S KEPT YOU HERE? The opportunities, challenges and entrepreneurial spirit of the people.

CAREER HIGHLIGHT: Joining CIO and helping it grow and also being involved in the launch of our new magazine, *WebMaster*.

DREAM DESTINATION: Anywhere in France.

INTERESTS OUTSIDE THE OFFICE: Taking care of my children, ages 2, 5 and 8 consumes most of my free time, although I do enjoy cooking and cross-country skiing.

THE RITZ-CARLTON

CIO VICE PRESIDENT OF CIRCULATION CAROL SPACH *celebrated her tenth anniversary with IDG Chairman* ***Pat McGovern*** *at Boston's Ritz-Carlton Hotel.*

MANAGER'S PROFILE: "Since Carol joined CIO in December 1991 as head of circulation, including list rentals, she and her department have: increased list rental revenue 382%; increased circulation by 148%; increased paid circulation by 203%; most recently started to build *WebMaster* as a controlled book and, after receiving approximately one week's returns of 83,000 pieces, are well on their way to another major success. Although circulation is basically a numbers game, Carol's contributions to CIO go far beyond quantification. Carol is a great leader of her team, which has had virtually zero turnover. I consider her a key partner on my executive staff."

- Joe Levy, president, CIO Communications, Inc.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 15

April 8, 1996

EXECUTRAIN SIGNS NEWEST MASTER FRANCHISE TRAINING OPERATION IN TOKYO
PAGE 2

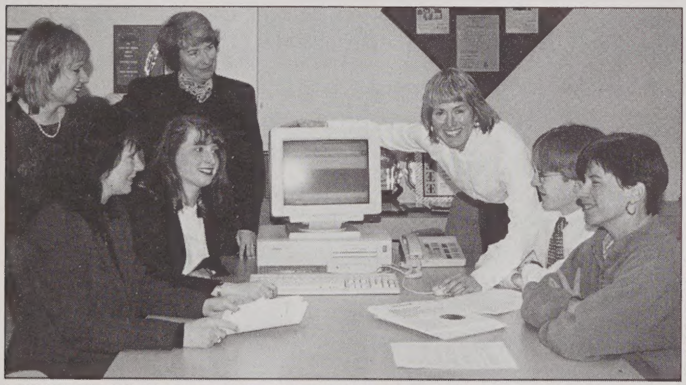
SECOND ANNUAL IDG GIGS PARTY SET FOR APRIL 25 IN NEW YORK CITY
PAGE 2

PC WORLD, MACWORLD LAUNCH DAILY NEWS SERVICES ON WORLD WIDE WEB
PAGES 4-5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

FCW Launches Web-Based Investment Newsletter



FRANCES VINSON

FEDERAL COMPUTER WEEK LAUNCHED ITS HOME PAGE IN *November 1995 thanks to the efforts of a small group of employees doing double duty as members of FCW's Home Page Team. They include (standing left to right):* ***Joan Daly****, director of strategic accounts;* ***Anne Armstrong****, editor-in-chief;* ***Randee Rubin****, executive vice president. (Seated left to right):* ***Agnes Vanek****, circulation director;* ***Kelly Martin****, classified sales manager;* ***John Marshall****, information systems manager; and* ***Susan Miller****, editor of online services. Not pictured are* ***Victoria Martin****, associate art director; and* ***Joanne Connelly****, managing editor.*

When *Federal Computer Week*'s most popular columnist approached the paper two years ago with a proposal for a monthly financial newsletter targeting government workers, FCW worked up a tentative business plan and reluctantly said no. "We liked the idea and felt it had potential for our readership, but we simply couldn't afford to launch a traditional print publication at the time," explained **Susan Miller**, FCW's editor of online services.

But then along came the World Wide Web and *Federal Computer Week* developed its Web site, FCW Gateway (http://www.fcw.com). Without the paper, printing, circulation and mailing costs associated with a traditional print publication, the newsletter suddenly became a much more realistic proposition.

•CONTINUED PAGE 6•

PC World Most Read PC Publication in U.S., Simmons Study Finds

PC World is the most widely read PC publication in the U.S., and it has the numbers to prove it. According to data in the Spring 1996 Simmons Study of Media and Markets, released late last month, *PC World*'s average issue audience grew 4.4% to 6.3 million adults in the six months since the last bi-annual study. And while *PC World* rose to the top of the charts in average issue audience, readership levels for its closest competitors dropped.

In addition, the study found that *PC World* attracts more top managers than any of its competitors — 1,003,000, compared to *PC Magazine* with 915,000, *PC Computing* with 672,000 and *Byte* with just 222,000 top managers among its readers. In terms of reader loyalty, that is, the percentage of readers who have a probability of 75% or greater of reading an average issue, *PC World* once again came out on top with 60% compared with 52% for *PC Computing*, 48% for *PC Magazine* and 42% for *Byte*.

Simmons results are gathered from personal, in-home interviews conducted among 19,318 respondents. More than 190 advertisers and agencies subscribe to Simmons. "Advertisers can be sure their investment in *PC World* is not only a solid one," noted PCW President **Rich Marino**, "but a necessity if their goal is to reach the greatest number of PC buyers in today's marketplace."

AVERAGE ISSUE AUDIENCE (THOUSANDS)

	Spring 1996	Fall 1995	%Change
PC World	6,308	6,030	4.4%
PC Magazine	5,971	6,235	-4.2%
PC Computing	5,220	5,278	-1.1%
Byte	1,585	1,796	-11.7%

SIMMONS STUDY OF MEDIA AND MARKETS/SPRING 1996

IN BRIEF

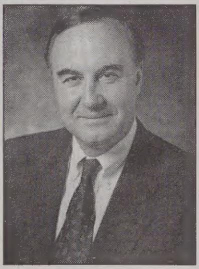
Online Functional Meeting Rescheduled for July 24-26

IDG's Online Functional Meeting has been rescheduled for July 24-26 at the Hotel Sofitel in Redwood Shores, Calif. The meeting, which is being organized by IDG Interactive Services Group (ISG), is open to IDG employees worldwide involved in Web publishing.

Anyone with questions regarding the meeting or agenda may contact ISG President **Tom Morgan** at tel: 415-312-7800. To register for the meeting, please contact **LynAnn King** at tel: 415-312-7895; fax: 415-312-7878; E-mail lynann@factory.net.

ExecuTrain Expands to Japan

ExecuTrain Corp., this month announced its expansion into Japan with the signing of a new master franchise agreement in Tokyo. ExecuTrain of Japan is owned and operated by Catena Corp., one of the largest PC distribution companies in Japan with 1994 revenues exceeding $400 million, according to **John Peddar**, managing director of international business at ExecuTrain.



PEDDAR

The company also announced three new international franchise locations: ExecuTrain of London (Ontario) Canada, ExecuTrain of Ottawa (Ontario) Canada and ExecuTrain of Pretoria, S.A. The company is also opening a second satellite office in Singapore.

With the signing of the franchise in Tokyo, ExecuTrain now boasts master franchises in 14 countries around the world including: Australia, Canada, France, Germany, Italy, Mexico, Kuwait, Singapore, South Africa, Argentina, Spain, Turkey and the U.K. A master franchise has the exclusive rights to market the ExecuTrain concept within a specific country. In addition to operating its own training center, a master franchise also sells and supports additional training centers throughout its master territory.

Headquartered in Atlanta, ExecuTrain, which is majority-owned by IDG, has more than 180 locations in 20 countries worldwide. For more information contact: Kerry Stanfield at tel: 770-667-7700 or E-mail: kerrys@executrain.com.

SHORT TAKES

IDG Vice President of Finance **Gene Gartlan** has left IDG to pursue other interests. IDG President **Kelly Conlin** extended his thanks to Gartlan for his efforts over the past year. Any questions about financial activities may be directed to **Jim Ghirardi**, IDG director of finance, at tel: 617-534-1222 or E-mail: jim_ghirardi@idg.com.

■■■■■■■■■■■

Ninety percent of conference participants said they were completely satisfied with the program at Computerwoche Verlag's third annual Client/Server World last fall. Since major end-user companies in Germany have just started to trade in their centralized IS structures for the client/server model, attendees craved real-life examples of how to set up client/server systems and how to make them cost effective. The combination conference and trade show delivered on both counts, with topics such as object orientation, multimedia and project management at the forefront. Some 50 exhibitors participated, including virtually all the leading international client/server suppliers.

■■■■■■■■■■■

IDG New Zealand's first seminar on the World Wide Web, "Capitalising on the Web," drew over 50 professionals in search of Web-based business solutions. Held March 14-15, in Auckland, the seminar was presented by Mark Gibbs, president of the California-based Web consulting company Gibbs and Co., and *Network World* columnist. IDG New Zealand got some help in the startup phase from **Lisa Judd**, VP/licensing for International Publishing Services, and Network World in the U.S. supplied *Capitalizing on the Net* CD-ROMS for attendees. Based on comments from participants, IDG New Zealand is planning a similar seminar on intranets for later this year.

■■■■■■■■■■■

People and Computers, IDG's publishing licensee in Israel, recently launched a free weekly online newsletter with news and information on the Israeli high-tech industry. *Innovations* contains the latest business news, profiles of leading companies, in-depth features and a listing of events and other market developments. The site is on the WWW at http://www.innovations.co.il.

SECOND ANNUAL IDG GIGS PARTY PLANNED FOR APRIL

On Thursday, April 25, sales representatives from *CIO/Webmaster, InfoWorld, Computerworld, Network World, Macworld* and *PC World* will host 50 media planners from New York-area advertising agencies for the second annual Gigs Party. The after-work event will be held at the New Music Café located in SOHO and will feature performances from some of the city's hottest bands, Internet surfing stations showcasing IDG business unit Web sites and a chance for IDG reps to network with key players in the media planning process.

To participate or for more information contact IDG Marketing Services' Jennifer Rizzo at tel: 617-534-1258.

ON LINE

JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Given the security issues surrounding the Internet, what steps has IDG taken to ensure our information systems are protected from hackers?

A On a worldwide basis Jeff DeBalko, VP of Global Communications, is responsible for the security of both our Lotus Notes databases and GE BusinessTalk. He takes this responsibility seriously and has made several changes recently to ensure the integrity of these communications networks. In addition, each of our business units around the globe secures its information systems on a local level. Security will continue to be a concern as the WWW grows in importance and becomes central to a "wired world." Fortunately, the leading Internet providers are working to improve security for responsible users.

IDG's senior management seems to organize an abundance of meetings all over the world: product line meetings, managers meetings, global summits and worldwide meetings. How do our managers get any work done if they spend so much time at meetings?

Not every manager attends each meeting! We have over 8,000 employees around the world and they decide, together with their managers, what are the essential meetings for them to attend, where the most learning will take place and which meetings will provide the greatest value to their business unit. The true strength of IDG resides in the sharing of "great ideas" and this is accomplished through our specific product line meetings, U.S., European, Latin American and Asia/Pacific managers' meetings and our annual Worldwide Managers Meeting. Global Summits are opportunities for us to interact with our major customers and to learn from them how we can best serve their needs. These meetings have become invaluable for both our customers and our business units. They provide a unique forum that is not duplicated anywhere else in the IT universe.

I've noticed that a number of our publications make at least a portion of their editorial available online via the Internet. Does IDG plan to make all its editorial available on the Internet, and if so, will we require users to pay for access?

Each of our business units decides how to make its content available online. The business unit makes the decision whether to charge subscribers or to have advertisers sponsor the site. As you might imagine, we have several different models being tested by our business units for this rapidly developing medium and they are sharing the results with their colleagues as they try to arrive at the best model. In the end, the editor-in-chief, together with the president/publisher, must decide what model is the best for serving the information needs of the specific market. *PC World*'s market, and the publication's approach to the online needs of its audience, will most likely require a different response than *Network World*'s audience.

Are U.S. and non-U.S. managers held to the same standards by the Corporate Support Center? I've heard of at least a couple of management transgressions in a small number of overseas units that I assume would result in immediate termination in the U.S., but nothing appears to have been done.

The standards for performance are the same for both our U.S. and international business units. The managers are judged by the same standards and compensated under similar plans. On an international basis, we have the finest management team of any media company. When transgressions are brought to our attention, they are investigated and action is taken, if appropriate. All of our business units worldwide are audited annually by Deloitte & Touche. They also undergo internal audits by IDG's Internal Audit office in London, as well as operational audits or business reviews by my office.

What do you consider to be a company's obligation to employees let go for reasons other than poor performance?

Our first responsibility is to place as many individuals as possible within other IDG companies that have open positions. IDG human resources staffs work collaboratively and aggressively to place individuals who have lost jobs through layoffs or downsizings at IDG companies. For example, about one-third of the employees affected by last year's down-sizings at IDG World Expo and Infovision were employed at IDG companies or affiliates — and those who were not placed within IDG were provided with severance packages, benefits continuation and job search assistance.

IDG's headcount has grown on average 15% a year, creating approximately 1,000 new jobs in the U.S. from year-end 1991 to the present. The best job security is the ability to get another job, which encourages employees to continue to develop their marketable skills to grow within IDG as opportunities arise. Over 25% of jobs posted at IDG are filled through internal transfers and most of these represent promotions for the individuals.

If the answer to any of the questions below is "yes," the editors want to know! Contact them at world_update@idg.com.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin or Chief Operating Officer Jim Casella?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

MW's Online News Service Leverages Print Resources

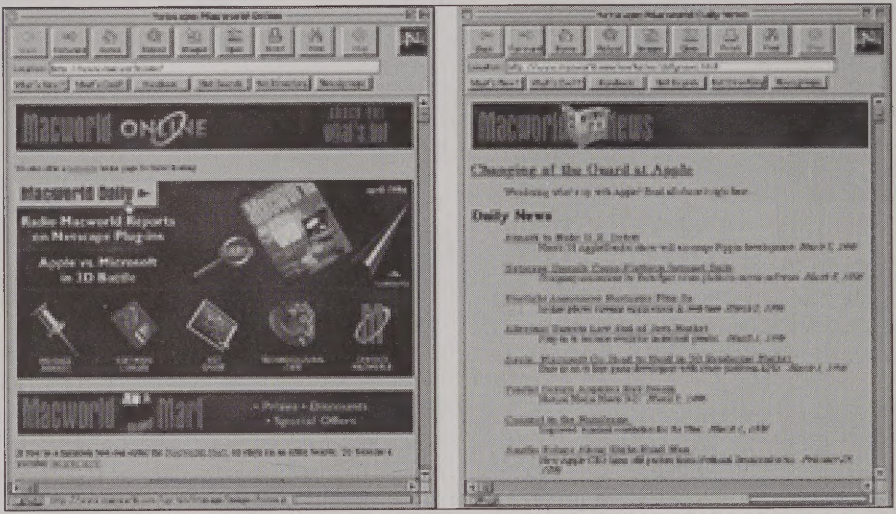
Daily service widens monthly publication's lead in providing timely news and analysis

Using the Web as its delivery vehicle, *Macworld* has launched a daily news service as part of its Macworld Online Web site to compete with Ziff-Davis's *MacWeek/MacUser* combination and to serve the news interests of the Macintosh industry and active buyers. (*MacWeek* and *MacUser* share publisher and ad sales staff, and there is significant crossover and cooperation between their editorial staffs.)

Despite facing combined competition, *Macworld* regularly breaks stories ahead of *MacWeek* and *MacUser* in the monthly print magazine. For example, the April issue of *Macworld* has detailed coverage of the new Apple leadership, while *MacUser* has no coverage. *Macworld's* print coverage of the confirmed story appeared when *MacWeek's* confirmed print story did. *Macworld* beat both publications in its online coverage of this key change, providing more than a dozen related stories in a special online package called "Changing the Guard at Apple."

"*Macworld* already leads the Mac publications — and the PC weeklies — in timely Mac news coverage and in news analysis, and the new daily news service will widen that lead," said **Galen Gruman**, *MW* executive editor for news and features.

The daily news service is produced by the magazine's editorial staff, directed by the magazine's news department. Associate Editor **Cameron Crotty** and freelancer Tova Fliegel generate much of the content. By using the resources of the print magazine's editors, the daily service capitalizes on the ongoing reporting and information-gathering done for the magazine's reviews, features, departments, and news sections without requiring a separate news-gathering apparatus. *Macworld* is expanding its news team by one person to support the daily news service, but because no one is dedicated solely to online coverage, all reporting can be leveraged throughout *Macworld*'s print and online media.


Macworld ONLINE
Macworld Daily
Apple vs. Microsoft in 3D Battle
Macworld Mart
• Prizes • Discounts • Special Offers
Macworld News
Changing of the Guard at Apple
Daily News

MACWORLD'S DAILY NEWS SERVICE USES THE MAGAZINE'S WEB SITE TO DELIVER *news to key buyers and industry influencers. The coverage includes a special section on the management changes at Apple, an area in which Macworld has regularly beaten competing Mac and PC newsweeklies.*

The *Macworld* daily online news service includes industry and product news that does not appear in the print magazine, and lets the magazine break stories ahead of the *MacWeek/MacUser* competition while still providing in-depth, contextual news analysis of these stories to the print readers a few weeks later. The daily news service's goal is to generate about five stories a day. In its third week, the service was close to that goal, averaging more than four stories per day.

Thanks to Galen Gruman for contributing this story.

GUIDELINES FOR ONLINE USE OF IDG NEWS SERVICE CONTENT

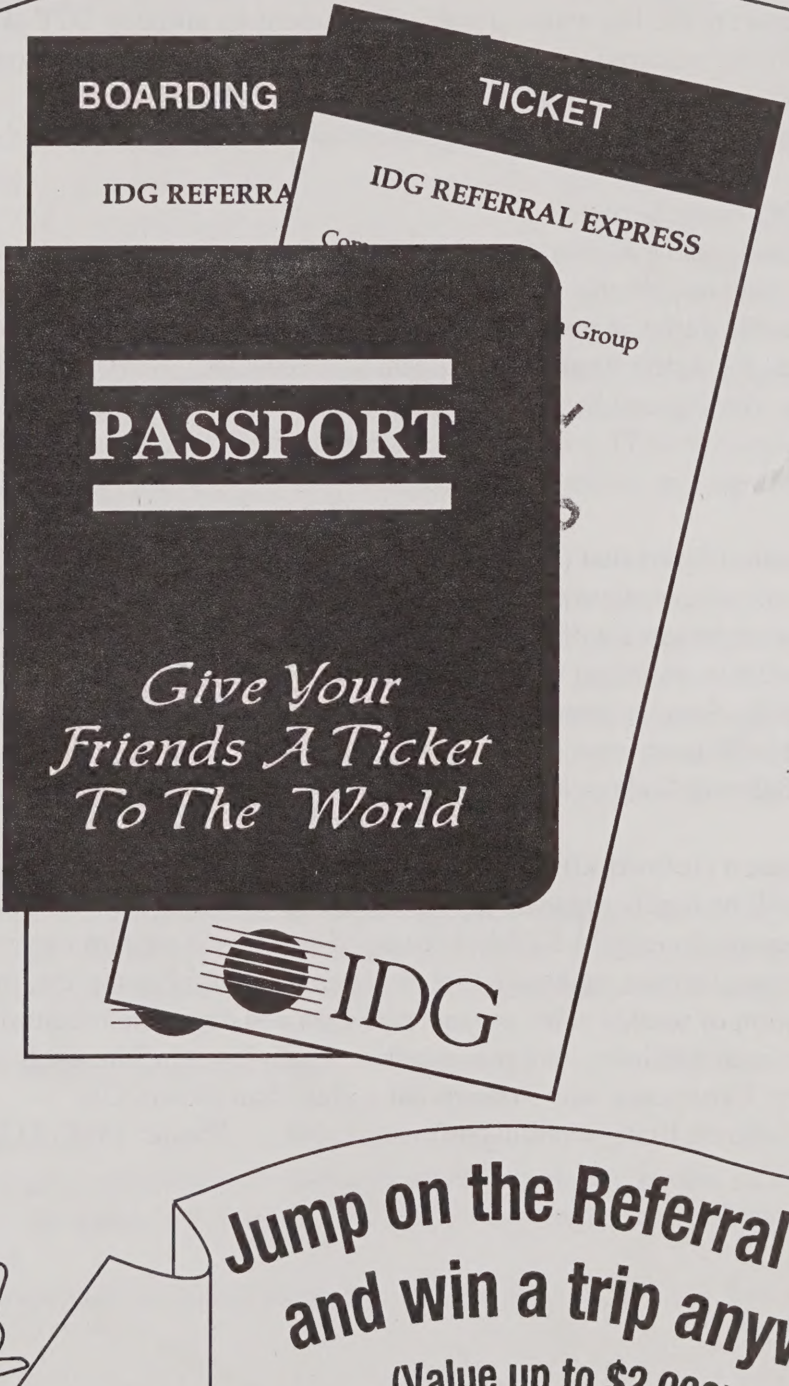
As Web and online publishing proliferate throughout IDG — turning weeklies and monthlies into dailies — an increasingly common and cost-effective source of fresh, exclusive content is the IDG News Service.

The News Service encourages IDG's online publications to use its daily news feed to augment their original content, and its editors are working to increase the timeliness and frequency of updates to serve the growing demands of these daily publications. Yet in order to maintain the exclusivity and value of its content to all IDG publishing units worldwide, the News Service has developed a set of guidelines for using original News Service content online.

In a nutshell, the guidelines outline three fundamental requirements for using News Service content online:

1) The publication should be targeted in some way to a predominantly domestic readership — through translation into non-English languages or some type of user registration process, for example.

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

Ref ExPress

IDG Job Opportunities Update
Monday, April 8, 1996

Managing Editor (Connell Communications)
This position requires a hands-on managing editor with the proven ability to direct a new, bi-monthly classical music/lifestyle magazine. The ideal candidate will have experience writing and editing entertainment magazines and possesses the ability to assign and edit copy, liaison with art director, editorial staff and record labels, and direct magazine through pre-press and printer. Peterborough, NH
Contact: Jayne Engel Phone: (603) 924-7271 Fax: (603) 924-2039

Associate Publisher (Connell Communications)
Applications are invited from highly motivated individuals with superior leadership and sales skills. The successful candidate will have a minimum of 5+ experience in ad sales and publishing and possess the ability to develop strategies for growing core business, to handle field responsibilities and to direct and manage a team. Nashville, TN
Contact: Jayne Engel Phone: (603) 924-7271 Fax: (603) 924-2039

Adverting Director (Connell Communications)
The successful applicant will possess strong sales skills and be able to work on their own initiative to control, manage, and motivate a small team. Successful applicant will have a minimum of 5+ years experience in ad sales, demonstrate capability to act as a product champion and develop a strategic plan for growing core business. Nashville, TN
Contact: Jayne Engel Phone: (603) 924-7271 Fax: (603) 924-2039

Inside Sales Supervisor (Connell Communications)
The deal candidate will have a proven track record as an aggressive outbound sales representative; supervisory skills a plus. This position is with our newly launched Outbound Business Sales Division. Ability to motivate, project enthusiasm, and work as a team is essential. Peterborough, NH
Contact: Jayne Engel Phone: (603) 924-7271 Fax: (603) 924-2039

Inside Sales Supervisor, Second Shift (Connell Communications)
The successful applicant will be responsible for running our newly formed Consumer Outbound Sales night division of 20 - 25 reps, which operates nationwide. Ability to motivate, project enthusiasm and work as a team member is essential. Supervisory experience desirable. Peterborough, NH
Contact: Jayne Engel Phone: (603) 924-7271 Fax: (603) 924-2039

National Sales Director (Connell Communications)
This position requires a self starter to assist in the development of national accounts with major video and supermarket chains. Experience in advertising/publishing and the video industry a plus. Excellent communication and sales skills required. Location negotiable.
Contact: Jayne Engel Phone: (603) 924-7271 Fax: (603) 924-2039

Copy Editor (Federal Computer Week)
Federal Computer Week is looking for an experienced copy editor to join its busy copy desk. Responsibilities will be split between proofreading copy for style, clarity and accuracy and doing page layout using QuarkXpress on Macintosh. Familiarity with AP style a plus. Attention to detail and flexible work schedule a must. Falls Church, VA
Contact: Colleen Kelly, ckelly@fcw.com Phone: (703) 876-5095 Fax: (703) 876-5126

PC World Online Launches Comprehensive Daily News Service

PC World Online has launched PC World Daily News, a comprehensive daily news service available from the home page of its site on the World Wide Web (http://www.pcworld.com). PC World Daily News, written and edited by the online editors of *PC World*, features daily news briefs on trends in the industry, evolving technologies, and new and soon-to-be-released products and Web sites.

PC WORLD ONLINE PRODUCT DEVELOPMENT MANAGER *Adam Block* *(left) talks with IDG News Service Editor-in-Chief* ***Rob Garretson*** *during a recent visit to International Publishing Services offices in Boston. The two discussed how IDG News Service content might be formatted for use on PC World Online.*

"PC World Daily News will be distinguished by its focus on providing and interpreting news for business users of PCs who also use PCs at home," said **Phil Lemmons**, editor-in-chief of *PC World*. "Too often online news services are a hodgepodge of items drawn from a variety of sources and written for a variety of audiences. *PCW* will instead present and interpret news for people who buy and use PCs. PC World Daily News will always strive to explain what the news means to this one broad audience."

Highlighting PC World Online's daily news section is a Java-based news ticker that scrolls each of the day's headlines and allows readers to jump directly to a news brief by clicking on keywords.

PC World Online, which is available to more than 15 million users on America Online, CompuServe, Prodigy, The Microsoft Network, and the World Wide Web, has the largest reported circulation of any single online computer publication, according to **Thomas Gewecke**, publisher of PC World's Online Services Group. More than 375,000 online users visit PC World Online sites each month.

For more information, contact **Scott Danish**, marketing manager, PCW Online Services, tel: 415-978-3226; E-mail: scott_danish@pcworld.com.

IW Electric First Online Service to Feed News Service

InfoWorld Electric, InfoWorld's six-month-old daily online service, recently became the first of IDG's growing number of online services to contribute original news to the IDG News Service for use by IDG's global family of publications.

IW Electric, which began making its staff-generated copy available to the News Service in February, has been a regular contributor since that time, even managing to post a scoop or two.

"We relied heavily on the News Service during our start-up phase," noted IW Electric News Editor **Dana Gardner**. "Our use of News Service copy enabled us to come out of the starting gate with top-notch breaking news.

"Now that we're up on our feet, we're happy to be able to reciprocate and help out our colleagues around the world by sharing our own staff-generated news stories," Gardner said.

In addition to Gardner, IW Electric staff members include: Editor-in-Chief **Michael Lowe**; Executive Editor **Bob O'Donnell**; Business Development Manager **Gina Ney**; Managing Editor **Lucien Rhodes**; Webmaster **Sasha Alexander**; Forums Editor **Kristin Kueter**; Director of Licensing **Janna Custer**; and Online Production Editors **Steve Mollman** and **Andrew Mattus**.

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2) The publication should use selected stories (up to 30% of the total weekly volume) rather than posting the entire News Service feed.

3) Online publications must honor rare embargo requests from print publications in the same domestic market (i.e., if *Computerworld* U.S. wants to run a News Service story in its next issue, it can request that that story be held off U.S. Web sites — including @Computerworld — until the issue date).

These guidelines apply to original News Service stories written by News Service correspondents and editors and not necessarily to the contributions of IDG publications carried on the News Service. Additional permission of the originating publication may be required to use the content of sister publications online.

The News Service guidelines are a work in progress and continue to evolve as IDG's online publishing activities evolve. Individual arrangements can be made with any IDG publishing unit that wants to use News Service content online.

For more information or the full text of the News Service Electronic Distribution Guidelines, contact News Service Editor-in-Chief Rob Garretson, at tel: 617-423-1052 or E-mail: rob_garretson@idg.com.

NOTEWORTHY

PROMOTIONS

BURKE PECAR

Shawne Burke Pecar, formerly director of circulation for *PC World*, has been promoted to vice president of circulation. In addition, she will serve on PCW's executive management committee. "In heading up an expert circulation staff and serving on the management team, I know Shawne will be even more important to PC World's sustained growth," said **Rich Marino**, president and COO of PC World.

NEW EMPLOYEES

Cidney Blue is a copy editor in *InfoWorld*'s San Mateo, Calif., headquarters. She has a BA in English and enjoys writing articles, novels and screenplays in her free time.

Sandra Hilton is a sales associate. Previously a consumer service representative for Lifeline Systems, Sandra has a BA in business and communications with a concentration in consumer and family studies. She enjoys reading, movies and softball.

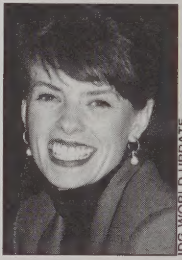
William McKenna is an online copy editor who will be responsible for the maintenance of the @Computerworld Web site. William has a BA in religious studies from the University of California/Berkeley and enjoys history, film and computers.

Tom Field is a staff writer for *CIO*. Before joining *CIO*, Tom was editor of the Deming, New Mexico *Headlight* and the *Portsmouth Press* in New Hampshire. Tom attended Emerson College, the University of Maine and Marlboro College studying journalism and history. Tom is a freelance writer whose works have appeared in publications from *Beavis and Butthead Comics* to *Yankee Magazine*.

Heath Row is another new staff writer. Most recently assistant editor at *ONLINE ACCESS* magazine, Heath has a degree in journalism from Northwestern University. Heath's favorite outside pursuit is sustainable media and he self-publishes *Karma Lapel*.

Patricia Straub is an office assistant for Active Media in San Francisco. Previously a reporter for *The Bakersfield Californian*, Patricia has a BA in journalism from Metro State Collge of Denver. She lists her hobbies as photography, poetry and creative writing.

Kimberly Looney is a staff accountant for IDG in Framingham. Previously assistant controller for BioSafe International, Inc., Kimberly earned a BSBA in accounting from St. Joseph's College and is pursuing an MBA at Bentley College. She is a country dancing enthusiast.


IDG WORLD UPDATE

COMBS

Briton Combs has signed on as fulfillment coordinator at IDG Newsletters in Boston. Briton earned a BA in business administration from Lasell College in Newton, Mass.

Robert Straus has joined IDC/LINK as a research analyst, home office and small business. Robert, who will be based in New York, has an MBA in finance from Bentley College.

TRANSFERS

Stacia Burke, formerly sales associate for InfoWorld, is a human resources assistant at IDC in Framingham. Stacia has a bachelor's degree in business administration from Framingham State College.

FEDERAL COMPUTER WEEK

continued from page 1

FCW re-opened the discussion with its columnist, and earlier this year federal employees got their first look at the *Bureaucratus Moneyline*.

Written by Bureaucratus, a.k.a. Milt Zall, *Moneyline* is a paid circulation monthly newsletter that offers readers information and advice on maximizing earnings through a variety of investment options, health and life insurance plans, and retirement benefits.

In addition to collecting subscription revenues, the newsletter will generate advertising dollars through the sale of advertising buttons on its pages. The buttons, which are hyperlinks back to the vendor's own home page, will be purchased on a quarterly basis.

According to FCW Executive Vice President **Randee Rubin**, vendors are responding well.

Online early

Federal Computer Week has jumped on board the online newsletter bandwagon early, perhaps too early for some potential readers. According to Rubin, in the first week the company received light interest. "A number of our readers are not yet connected to the Internet at home," Rubin said, "so we quickly doubled back and made plans to offer the newsletter via fax, E-mail and hard copy [for an additional charge] in addition to the Web-based publication."

FCW also asked online readers what they thought. "We put up a questionnaire and E-mailed people who had registered for FCW Gateway, asking them to take a look at *Bureaucratus Moneyline* and answer the survey. Within the first two days, we had a 6% response rate. We are using this feedback from our electronic focus group to help us refine *Moneyline* and the rest of FCW's online products," Rubin said.

FRANCES VINSON

"VICTORIA THE Visionary," original creator and designer of FCW's home page on the World Wide Web.

FCW Gateway is designed for users of IT in the government market. It features news from *FCW* and its supplements, a reference desk of electronic federal, state and local government resources, a forums section, and even a contest.

The FCW home page team continually re-evaluates the Web site, looking for new content and technology ideas to make this product useful for people looking for IT information in the government market.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Nancy Mallette - IDG

THIRTEEN YEARS
Penny Rigby - IMI/Publish

TWELVE YEARS
Thomas Bergerskogen - IDG Norway
Carlos Alberto Periera - IDG Brazil
Yannick Robain - IDG France

ELEVEN YEARS
Jorge de Oliveira Silva - IDG Brazil

TEN YEARS
David Bromley - IDG Newsletters
Maya Timmer - IDG Netherlands
Donna Felice - Computerworld
Bartolome Robles - IDG Venezuela

NINE YEARS
Nancy Grant - InfoWorld

EIGHT YEARS
Graça Sermoud - IDG Brazil
Patricia DeBiase - IDG
Richard Pastore - CIO
Lotte Davidsen - IDG Denmark

SEVEN YEARS
Erik Müller - IDG Denmark
Sinencio Perez - IDG Venezuela

FIVE YEARS
Leslie Piper - InfoWorld

FOUR YEARS
Steve Fricke - InfoWorld
Juliana Vercelli - IDG Brazil
David Case - IMS/Japan
Yuriko Tejima - IDG Japan

THREE YEARS
Kurt Lekanger - IDG Norway
Blanche McDade - InfoWorld
Paul Johnston - IDC
Ellen Fanning - Computerworld
Drew Moore - IDG Books
Nathalie Mallet - IDG France

TWO YEARS
Hege Gulbrandsen - IDG Norway
Cheryl Toffel - InfoWorld
Lorraine Cosgrove - InfoWorld
Ana Paula Barros - IDG Brazil
Leila Cristina Capitucino - IDG Brazil
Greg Owensby - IDG Books
Helen Saraceni - IDG Books
Ian Corns - IDG France

ONE YEAR
Mark Leon - InfoWorld
Luc Hatlestad - InfoWorld
Robert Gray - IDC
Evan Quinn - IDC
Henry Morris - IDC
Valéria Moreira Dores - IDG Brazil
Sandra Almeida Lopes - IDG Brazil
Diana Tautenhahn - Infotainment World
Christine Silvestri - Computerworld
Maridee Ennis - IDG Books
Ellen Camm - IDG Books
Nancy Dunn - IDG Books
Aileen O'Donnell - IDG Media
Carol Barrett - IDG Media
Victoria Quinn-Harkin - IDG Media
Ben Vost - IDG Media
Yoland Martínez - IDG Spain
Stefan Bader - IDG Germany

ADDRESS CHANGE

IDG Spain has moved its offices. The company's new address is:

Fortuny, 18-4
28010 Madrid
Spain

Telephone and fax numbers remain the same:
Tel: 34-1-319-4014
Fax: 34-1-319-6104

MACWORLD PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE AUGUST 1995-JANUARY 1996

Top Third 1	Australian Macworld MacWorld Sweden Macworld U.S.	Macworld Norge (Norway) Macwelt (Germany)
2 Middle Third	Macworld U.K. MacWorld Netherlands Macworld Schweiz (Switzerland)	Macworld España (Spain) Macworld Japan
3 Lower Third	Macworld Türkiye (Turkey) Macworld Italia (Italy) Mac World Danmark (Denmark)	Golden (France) Macworld Mexico

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

Macworld
FileMaker Pro 3.0
Macworld
After Effects
Adobe Premiere 4.2
Desktop Publishing

Australian Macworld **logged the highest profit margin for the six-month period August 1995 to January 1996, while *Macworld Norge* reported the greatest improvement in profit margin for the same six-month period.**

CELEBRATING 10+

Diter Stein

HOME: Rio de Janiero, Brazil

JOINED IDG: In March 1984, as art director for *Computerworld* and *Micro Mundo*.

CURRENT TITLE: Direct marketing manager for IDG Brazil. With circulation promotions I create opportunities to bring new readers to our publications, resulting in increased sales for our advertising clients.

MOST CHALLENGING PART OF YOUR JOB: To increase our circulation numbers with minimal expense and to convince our clients to spend their direct marketing budgets on our publications.

BEST PART OF YOUR JOB: To see our direct mail coupons returned with new subscription requests, and to hear the constant ringing of our telephone line designated for subscribers. And, of course, working with a group of talented and extremely professional people who create a pleasurable and productive work environment.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? When I started at IDG I never imagined I'd stay anywhere for 10 years!

JOINED IDG BECAUSE: It seemed like a good place to work. The company wasn't very big and had many challenges. The other factor was that the company dealt with information technology, a subject that I wasn't familiar with, but was very curious to learn more about.

DITER STEIN, DIRECT MARKETING MANAGER FOR IDG BRAZIL, *(center) celebrated his tenure with the company at a dinner with IDG Chairman* ***Pat McGovern*** *and his wife Lore.*

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The opportunity for personal growth, a pleasant work environment, talented and bright people concerned with adapting themselves to market changes, and a decentralized administrative style that makes employees more responsible and alert with their work.

INTERESTS OUTSIDE THE OFFICE: Painting and writing, riding my bicycling through the streets of Rio, and going out with my wife and friends.

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE? My first painting exposition and a prize I won for one of my stories in a Latin American competition.

WORDS TO LIVE BY: "More important than having a good idea is to put it into practice."

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 16

April 15, 1996

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG's Core Titles Find Home in *Ad Age*

After years of being excluded due to a misunderstanding over IDG's global reach, IDG finally broke into *Advertising Age International*'s Global Media Lineup this past February. The *Ad Age* media lineup represents those publications that have the largest readership worldwide. To be listed, a publication must have a certain minimum circulation on at least two continents, among other criteria.

The listing in the February 12 *Advertising Age* included the total worldwide 1995 circulation figures for four IDG brands: *Computerworld*, *Macworld*, *Network World*, and *PC World*. The IDG titles were the only computer-related publications on the list. Among the seven other weekly titles listed were *Business Week*, *L'Express* and *Time*; among the other 12 monthly titles were *Cosmopolitan*, *Esquire* and *Reader's Digest*.

Global brands

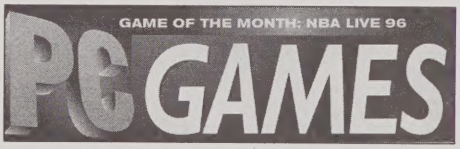
In previous years, according to IMS/Europe President **Jeff Meers**, *Ad Age* would compare a publication like the global *Fortune* with the *PC World* title with the largest circulation (i.e., *PC World U.S.*). *Ad Age* didn't take into account the entire global *PC World* product line. Part of what was hinder-

•CONTINUED PAGE 6•

PC Games Name Change Mirrors Gaming Industry

Recent changes at Infotainment World's San Mateo, Calif., headquarters reflect the growth and transition in the home entertainment marketplace, an industry that is expected to more than double its revenues over the next three years.

Last month Infotainment World announced that **John Rousseau** would become president of *GamePro* and that **Gini Talmadge** had been appointed as president and publisher of *PC Entertainment* magazine. In the wake of her appointment, Talmadge made public plans for *PC Entertainment* to be renamed *PC Games* starting with the magazine's June issue.



In a letter to clients, Talmadge emphasized that the two-and-a-half-year-old publication's second name change in less than eight months — *Electronic Entertainment* became *PC Entertainment* last November — was the result of reader and advertiser demand for exclusively gaming editorial.

In January, IFTW tested one quarter of its newsstands by selling magazines with both *PC Entertainment* and *PC Games* covers. Even with identical editorial, *PC Games* had a sell-through of 50% above that of *PC Entertainment.*

The new MRI survey of *PC Entertainment* readers indicated that gaming software for adults is the most popular use for the home PC, accounting for 82% of readers. And, according to industry analyst Alex. Brown, the current $1.8 billion market is expected to hit the $5 billion mark by 1988.

"We know that readers and vendors must easily understand a magazine and its position in order to fully embrace and support it," Talmadge said. "Gaming enthusiasts want strong gaming editorial coverage and vendors want focused gaming readership. *PC Games* will be focused to deliver both."

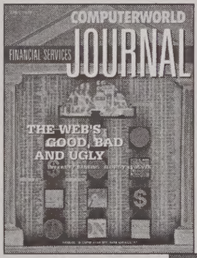
Billed as "The Complete Guide to Computer Gaming," *PC Games* is expected to outdo its closest competitors, *Computer Gaming World* and *PC Gamer* by reaching the broader gaming market. With more inclusive editorial, *PC Games* will catch in its net the large audience whose needs are not currently met by the existing publications. The magazine will be integrated with the *PC Games* Web site and with a CD-ROM bundled in each issue, giving readers the ability to read about and try a product as well as visit the Web site for demos, back issues and reviews. 🖳

For more information contact Gini Talmadge at tel: 415-286-2570, fax: 415-349-7984, or E-mail: g.talmadge@iftw.com.

IN BRIEF

Computerworld Launches Vertical Industry Journals

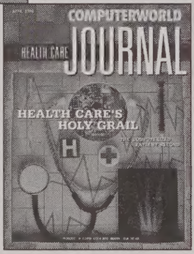
Computerworld Client/Server Journal, *Computerworld*'s bi-monthly magazine for distributed computing, is premiering the first of its industry-specific demographic editions this month. The journals will reach business and technical managers of distributed computing systems in the financial services, retail, health care and telecommunications industries.



The *Computerworld Financial Services Journal* and the *CW Health Care Journal* are bound into this month's *Computerworld Client/Server Journal*, and additional issues are scheduled for June, August, October and November. Distributed with *Bank Management* and *Modern Healthcare* magazines, both the financial services and health care journals will target the professionals who influence the buying decisions of $27 billion and $11 billion industries with 25% annual growth rates.

"Through these unique partnerships with leading associations and business management publications, the journals will serve *CW's* readers as they work with their business management to define and implement technology solutions," said **Jim Hussey**, associate publisher of *Computerworld Client/Server Journal*.

The bundling of the industry-specific IT publications with their business management counterparts allows advertisers access to a blended audience of technology and business professionals searching for common solutions within high growth, vertical industries, Hussey said.



Computerworld Retail Journal and *Computerworld Telecom Journal* will debut with the June issue of *CSJ*. The business partners are *Retail Systems Alert* and *Telephony* magazine, respectively.

For more information contact CW Senior Marketing Manager ***Elizabeth Phillips*** *at tel: 508-820-8288; fax: 508-370-9827 or E-mail: elizabeth_phillips @cw.com.*

HE'S A WINNER!

Lars Egil Saetrang of IDG Norway is the winner of *IDG World Update*'s random drawing of replies to the Feb. 5 survey regarding an online version of *World Update*. An *IDG World Update* T-shirt imprinted with a "5th Wave" cartoon is on its way to Lars. Thanks to all respondents!

IDG Adds Three New Publications to Global Lineup

IDG has strenghtened its presence in South Asia and rounded out its offerings in two countries with a trio of new licenses.

IDG will publish *Infolink/PC World* in Sri Lanka, *DTP World* in Japan and *Dealer World* in Portugal.

Infolink/PC World, the first IDG publication in Sri Lanka, is scheduled to launch next month. *Infolink*, Sri Lanka's first IT publication, was introduced in November 1993 by Interlink Publications Ltd.

The 4,500 circulation monthly magazine will relaunch using *PC World* editorial and incorporating the *PCW* name into its masthead.

Tokyo-based WORKS Corp. will publish *DTP Works*, a *Publish* equivalent, using the U.S. magazine's editorial on an article-by-article basis. Beginning with this month's premier issue, distribution will be handled by IDG Japan.

Dealer World, launched last June by IDG Spain, will make its Portuguese debut this month. CMB 10 - Publicacaoes e Servicos Ltd., which launched *MacIn/PCIn*, a Macworld title in 1993, will publish *Dealer World Portugal* under a license negotiated by IDG Spain.

For more information on any of these titles, contact IPS Licensing Administrator ***Jennifer Bayon*** *at tel: 617-423-0125; fax: 617-423-0712; E-mail: jennifer_bayon @idg.com.*

SHORT TAKES

Two Web reviewers have given PC World Online their highest ratings. Magellan, a division of The McKinley Group, praised PCW Online's excellence in content, design and navigation, calling it "a comprehensive, one-stop Web site for all computer users." iGuide, a new collaboration between News Corp. and MCI, reviewed a field of 142 computing publications; less than 10% joined PC World Online in the top-ranked tier.

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Billing it as "the world's largest collection of articles in the field of IT," *Computerwoche* has produced a CD-ROM to commemorate its 20th anniversary. *Computerwoche* subscribers can purchase the CD at a discounted price. More than 90,000 articles from 1,000 issues of the German newsweekly are available with full-text search capabilities.

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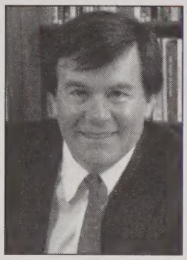
CD Solutions, Inc., of Framingham has signed an agreement with SIGS Publications to produce a comprehensive library of five SIGS magazines on CD-ROM. The first title is *Journal of Object-Oriented Programming*.

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q When were IDG's 10 corporate values established?

A IDG has practiced the principles contained in our 10 corporate values since we were founded in 1964. In 1984, on our 20th anniversary, I was asked to formally describe each of these values. Since then, we have sent to each IDG office a copy of these 10 corporate values. They reflect our commitment to our mission, our attitude toward our customers and our team, and our organizational style.

IDG has been in business for 32 years. Which years stand out in your mind as major years of change?

In each year, there have been many notable achievements and milestones. Some years that stand out are:

- 1967, when we established *Computerworld*, our first publication.
- 1971, when our first non-U.S. publication was undertaken and our first computer exposition produced.
- 1982, when *PC World*, our first major computer magazine, was launched.
- 1990, when IDG Books was launched and we established a relationship with our computer training company, ExecuTrain.

In the 10th anniversary profile that appears in *IDG World Update*, three questions are typically asked. I would like to know how you would answer them: a) If you had not gone into the computer industry, what other career would have chosen? b) If you could invite a small group of people (living or dead) to a dinner party, who would you invite? c) Do you have a favorite quote or "words to live by?"

a) Biotechnology. b) In alphabetical order: Thomas Aquinas, Confucius, Charles Darwin, Ben Franklin, Indira Gandhi, John F. Kennedy, Maimonides, Lore McGovern, Isaac Newton and Socrates. c) "The biggest room in the world is the room to improve!"

What is the relationship between IDG and MHA Event Management? Does IDG have any financial stake in MHA Event Management?

MHA Event Management has been undertaking for IDG the organization and execution of conferences and exhibits in the U.S. for 16 years, beginning with the PC World Expos, followed by the MACWORLD Expos, and now ComNet and E3. IDG does not have any formal investment in MHA Event Management, but we have found the partnership has worked very well over the years, resulting in well-organized and well-executed exhibits using IDG's core brand names.

According to recent news reports, the government of China requires foreign news services to get the permission of the Xinhua News Agency before releasing economic information in China. Does this have any effect on IDG's publications in China?

IDG's publications in China cover information technology, the industry that provides it, and its products and applications. Therefore, regulations covering general economic or political news do not apply to IDG. IDG News Service representatives in China can freely report IT news through the IDG News Service.

Softbank Chairman Masayoshi Son has declared his intention to increase his publications from 100 to 1,000 and his trade show activities from 55 events to 300 events over the next 10 years. How do IDG's goals in these two areas compare to Softbank's?

We have found over the last 32 years in serving the IT markets worldwide that the important thing is to be focused on serving customer needs, not in making self-proclaimed targets for a number of publications, a number of events, a number of countries covered, etc. Our growth goal is to grow our revenue by 20% to 30% a year and in each year to grow our revenue at twice the rate of growth of the worldwide IT market itself.

Over the next 10 years, we believe that the number of people who will be actively involved in using information technology will grow from 400 million today to over two billion. It is likely that these new users will require more advice and support than the early computer users. Therefore, these users will be attracted to user service programs or clubs that provide information through a variety of formats, such as a regular briefing in print, online discussions, automated help desk support, decision support on purchases, etc. In this "membership" style, a print publication is only one of the many services that is provided to the members of a customer club. Therefore, the number of members, rather than the number of titles or the number of events, will be a more meaningful way to measure an information company's impact on the market it serves. IDG is today's largest supplier of information services on information technology in the world with a 17% market share, 40% larger than Softbank's. We do intend to maintain our position as the world's leader 10 years from now as well when the number of people who use our information services will, we believe, grow from 90 million today to 500-600 million.

If the answer to any of the questions below is "yes," the editors want to know!

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella ?**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

E-mail us at world_update@idg.com.

IDC's Directions '96 Focuses on Network Computing

IDC's 31st U.S. briefing sessions last month in Boston and San Francisco drew a total of more than 1,600 technology professionals. A record number of attendees in California (950), pointed to an interesting trend: increasing attendance in California and decreasing attendance in Boston. More than 25% of San Francisco attendees returned evaluation forms, which averaged 3.28 on a scale of 1 to 4 (4=excellent).

IDC's annual review and forecast of the worldwide IT industry included four morning presentations and 18 afternoon sessions within eight technology topics. IDG Vice President/Technology ***Bob Metcalfe*** *wrapped up the event. Highlights from some of the presentations follow:*

MORNING PRESENTATIONS

Hype, Health and Heartache in IT and Communications Markets
Vicki J. Brown, Senior Vice President, Worldwide Marketing

1) Despite hype and some industry disappointments during 1995, there are numerous areas of opportunity in the IT and communications market.

2) IDC predicts that the worldwide IT market will grow 10.3% this year to $567 billion. The most robust segment of IT, packaged software, will grow 14.2%, with all hardware (consisting of systems and data communications equipment) growing 10.2% and services 8.2%.

3) IDC predicts robust growth in 1996 in the following market segments: a) Networking — LAN switching hubs and remote access servers; b) Services — operational services; c) Software — office suites, Windows 95, Windows NT, databases, Internet tools, and client/server applications; d) Systems — PCs in Japan and Latin America, smart handheld devices, Unix, NT and NetWare servers, and mainframe storage.

The Era of the Wired Consumer
Frank Gens, Senior Vice President, Worldwide Research

1) The IT industry is on the threshold of the same sort of change it experienced in the early 1980s — the last time new technology unleashed a new community of applications and users. During the '80s it was the PC and front-office employees. This time it will be the World Wide Web and consumers. While this era of growth will be consumer-focused, it will be largely business-funded in the early stages.

2) The challenges of reaching and supporting many more users who have lower technical skills, more demanding price expectations and who are not being paid to use a system will require radical innovation in product design, pricing models, distribution channels and marketing. Some of the successful strategies in these areas will, in fact, be the opposite of the strategies that have been successful in the last 15 years.

3) Those suppliers focused on the business community will still be affected by the consumer shift, as the consumer market increasingly drives the technical and business model (e.g., pricing) innovations.

4) The speed with which the home PC market and the World Wide Web have taken off demonstrates that the shift to the new IT marketplace is already underway. Strategic decisions in 1996 must be made in the context of the new IT growth.

The Internet's Impact on Corporate Computing
David Vellante, Senior Vice President,
Systems, Software and Storage Research

As the IT industry's emphasis shifts toward networked computing, the corporate buyer's priorities are becoming more focused on external network traffic. Ironically, the trend toward external network traffic will place unprecedented demands on internal computing infrastructures and is forcing CIOs to carefully consider returns on network computing investments.

One way that CIOs are sorting through this challenge is to examine the workloads within their corporation. IDC has identified three predominant workloads within the corporate computing environment: business processing, decision support systems (DSS) and collaborative computing. Each of these workloads has different business drivers, management imperatives and technology constraints. Moreover, the Internet will impact each of these workloads differently.

Technologies for the Wired Market
John Gantz, Senior Vice President,
Personal Systems and Collaborative Computing

The key technologies that will make the "wired" marketplace possible include: Internet access devices, content creation tools, navigation and search technologies, communications, transaction-related software, and Sun Microsystem's Java programming language.

Technology is advancing along many fronts at once, with no single company driving the entire march. By the year 2000 more than 75% of all access devices will be standard PCs. The next biggest category will be video games with Internet access, followed by set-top boxes. Internet PCs and Internet terminals lag far behind. For all the hype over Sun's Java, it is still a language in its infancy and many other alternatives exist.

In general, though, today's technology is remarkably robust. Even in IDC's conservative forecasts for commerce over the Web in the year 2000, projections for the number Web pages, and the number of active users, are quite bullish.

IDG Job Opportunities Update

Monday, April 15, 1996

Assistant Sections Editor (Computerworld)
CW's editorial department is looking for an Assistant Sections Editor. This position is a management position overseeing technical sections. Responsibilities include assigning and shaping stories with writers and arranging graphical presentation and final sign-off on pages. Strong communication, editing and presentation skills required. At least four years experience in technology journalism and a college degree required. Occasional travel is also required. Framingham, MA
Contact: Johanna Ambrosio, johanna_ambrosio@cw.com Phone: (508) 879-0700 Fax: (508) 875-8931

VAR Analyst (Computerworld)
The selected candidate will conduct telephone interviews with IS professionals and other data collection/verification projects as needed. Telephone interviewing experience and strong communication skills necessary. Knowledge of the computer industry a must. Candidate must be detail-oriented, accurate, able to follow directions and adapt to changes in the surveys. The schedule is 29 hours per week, afternoon hours. Framingham, MA
Contact: Toni O'Connor, toni_oconnor@cw.com Phone: (508) 820-8566 Fax: (508) 879-3760

Accounts Payable Supervisor (International Data Group)
The individual in this position will be responsible for coordinating the workflow of the A/P group in IDG's Corporate Accounting Department, maintaining the master vendor files, and conducting routine review and audit procedures. This is a working supervisor position requiring prior supervisory experience, strong organizational skills and prior experience working with A/P systems. Bachelors degree helpful but not required. Framingham, MA.
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Associate Financial Analyst (International Data Group)
The Associate Financial Analyst will provide support to the Financial Reporting & Budgeting Department in a number of areas. Responsibilities will include monthly financial reporting and analysis of results, the preparation of U.S. & International budget materials, as well as various ad hoc projects. BS in Accounting or Finance and 1-2 years of related experience is required. Framingham, MA
Contact: Michele Koethe, michele_koethe@idg.com Phone: (508) 935-4531 Fax: (508) 935-4600

National Accounts Assistant (IDG Marketing Services Division)
We are seeking a talented, energetic individual to work with two senior level managers in our Stamford, CT office. In this position, you will be responsible for supporting two busy Directors of National Accounts, as they develop marketing programs for top information technology clients. This support will include market research and analysis, presentation preparation, coordination of account files and administrative support. The ideal candidate will have a strong ability to work independently, extensive MAC experience, and strong communications skills. Experience in an ad agency or publishing sales is helpful. Stamford, CT
Contact: Piper Fowler, piper_fowler@idg.com Phone: (508) 935-4796 Fax: (508) 935-4600

Test Center Inventory Controller (Infoworld)
Primary responsibilities are to handle all shipping and receiving, and maintain both Test Center owned and evaluation equipment. Additional duties include setting-up and configuring computer equipment, assisting Test Center personnel, and providing back up duties for reporting manager. The ideal candidate will have familiarity with PC hardware and software products, have good organization skills, and data entry experience. Ability to follow direction, work independently, and good physical condition a must. San Mateo, CA
Contact: Sara Barnes, sara_barnes@infoworld.com Phone: (415) 525-3464 Fax: (415) 312-0688

Fluegelman Internship (Infoworld)
The successful candidate will be exposed to all aspects of our Editorial Production process both in print and on-line and specifically how a weekly publication is produced including layout, headline-writing, and proofreading functions. The intern will also be exposed to the news gathering process, integration of art into the process, and the posting of information on a World Wide Web site. The intern's responsibilities will include learning QuarkXpress, Microsoft Word and the InfoWorld style; copyediting and proofreading pages; writing headlines. Interest in the computer industry is a must; excellent written and verbal communication skills are required. San Mateo, CA
Contact: Sara Moore, sara_moore@infoworld.com Phone: (415) 312-0631 Fax: (415) 312-0688

Associate/Sr. Associate Editor (Macworld)
The candidate for this position will be responsible for conceiving, assigning, writing, and editing feature articles for the magazine, focusing on product comparisons and how-to information. This position requires a B.S. or B.A. in Journalism or equivalent business computing experience; 4 -6 years on the job experience in computer journalism, with a least 2 years of direct experience in feature editing; a basic familiarity of personal computer technology, products and their applications; good analytical and journalistic skills; good editing and writing capabilities as well as project management skills. San Francisco, CA
Contact: Galen Gruman, galen_gruman@macworld.com Phone: (415) 978-3176 Fax: (415) 442-0766

Research Analyst (PC World)
Responsible for designing, conducting and analyzing market research projects to support Multimedia World and PC World editorial. Also responsible for analyzing syndicated research studies in a way which helps Multimedia World Ad Sales and Marketing promote the publication effectively. The candidate will have strong analytical, organizational and communication skills. At least three years experience in conducting quantitative and qualitative market research studies a must. Proficient with Windows-based PC software including spreadsheets, databases and presentation software ideal. San Francisco, CA
Contact: Jocelyn Ritchie, jocelyn_ritchie@pcworld.com Phone: (415) 267-1726 Fax: (415) 974-7316

Reviews Editor (Publish)
Individual will be responsible for tracking products, meeting with vendors, and scheduling and assigning reviews. Requirements: strong knowledge of desktop prepress techniques including image editing, page layout, and color separation, an enthusiasm for learning about new products, superb organization skills, and the ability to communicate complex technological issues in a clear style. Prior magazine experience a must-preferably in a self-directed position. San Francisco, CA
Contact: Jake Widman, jwidman@publish.com Phone: (415) 978-3294 Fax: (415) 975-2613

Associate Editor (Web Publishing)
Develop and edit timely and high-quality editorial copy for JavaWorld, including feature articles, news, and how-to columns. Offered initially as a temporary, contract position through May 1996, with an opportunity to become a permanent position. Candidate should have interest and appreciation of technical/programming issues, strong editing and writings skills, and ability to work well with authors. The ideal candidate possesses 4-6 years of editorial experience with professional publications, a strong understanding of computers and technology, and a familiarity with Java and other programming languages. San Francisco, CA
Contact: Michael O'Connell, michael_oconnell@javaworld.com Phone: (415) 267-1710 Fax: (415) 257-1732

Please look forward to the complete list of job opportunities across IDG on Monday, April 29

PERSONAL SYSTEMS

Home Computing: Fitting and Shaping Demand

Richard Zwetchkenbaum, Director of Brand Research

One size does not fit all. PC vendors that can custom fit and reshape their home computing solutions to diverse constituencies and deliver a stream of continuous value long after the initial PC sale will achieve the loyalty, brand equity, and profit margins that enable them to prosper in a demanding marketplace.

The consumer marketplace is big, with huge potential. The worldwide home PC market will grow from 20.2 million units shipped in 1995 to 45.6 million in the year 2000. This compound annual growth rate (CAGR) of 17.7% compares to a CAGR of only 12.3% for PCs collectively shipped to business, education, and government markets globally. Over this same period, the percentage of total PC shipments going to the home globally will rise from 34.8% (1995) to 40.2% (2000).

INTERNETWORKING THE INTERNET

Cyberbucks: Mass Market Retailing

Gigi Wang, Senior Vice President,
Communications Industry Research

The average cyber shopper today is different from the average general consumer. Cyber shoppers have more disposable income; are usually male (in the general buying public, there are more female shoppers); and three times as many cyber shoppers are scientists, programmers or technicians than there are in the overall U.S. population. Other statistics:

- The percentage of people using credit cards on the Internet is higher than IDC expected. Twenty-three percent of our Web survey respondents have used a credit card on the 'net.

- The technologically elite, PC-based Internet consumers today are a small population. The real opportunity is to reach beyond this group and get the TV audience and games audience. Note: spending via television "infomercials" ($2.5 billion) and home shopping TV channels ($4 billion) is growing at seven to eight percent annually, as compared to the overall four to fve percent growth in the retail industry.

SYSTEMS

System and Server Market Dynamics

Jay Bretzmann, Director, Worldwide Systems Research

After years of relatively flat growth, server revenues have surged. This new growth is due to new computing applications, like data warehousing and decision support, and new server opportunities arising from network growth and complexity. IDC sees a growing market for both client/server and server/server solutions, and a redefinition of added value away from basic hardware and architectural differences and toward commodity products tuned for vertical market opportunities. Unix remains a dominant force. IDC believes Windows NT will capture some of this momentum, especially in departmental installations, but higher performance roles may require hardware-specific ports.

SOFTWARE

Where's the Leverage: Database/Tools or Applications?

Clare Gillan, Program Director, Applications and Information Access, and **Dan Kusnetzky**, Research Director, Unix and Server Operating Environments

The focal point of IT investment has shifted from hardware and operating systems to databases and applications. Are databases and associated middleware perceived as the IT integration software platform, or will enterprise application suites prevail? The answer will vary by industry segment, among other factors. In the finance industry, where the data and information systems are the product, companies favor best-of-breed applications and tools. In manufacturing, where the data and information systems are more ancillary to the end-product (e.g., an automobile), companies seek applications and tools that are integrated and support process flow. Vendors such as Oracle are becoming community leaders in emerging "software ecosystems" — networks of software vendor relationships to address needs of various market segments.

SERVICE AND DELIVERY

Marketing Desktop Services: Hidden Costs No Longer Hidden

Kurt Johnson, Director, Support and Operational Services Research

The high costs of operations and support have been one of the key reasons customers have looked to external service providers. This is one of the driving reasons why operational services will be one of the fastest-growing segments of the IT services industry, with most of the growth coming from the desktop environment. IDC predicts that desktop management services, in the U.S. alone, will total $5 billion in 1995 and are expected to grow to more than $11.7 billion by the year 2000, a compound annual growth rate of 18.5%.

REGIONAL MARKETS

Worldwide IT Market: Towards the Year 2000

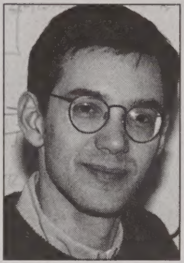
Philippe de Marcillac, Senior Vice President,
Worldwide Research

IT markets have entered a new phase of growth worldwide. Most sectors of the IT market are profiting from increased spending by end users. Fueled by the explosive developments in the semiconductor sector, the demand for PCs is at an unprecedented level. The Asia/Pacific region is particularly buoyant and is set to approach the IT market size of Western Europe by the end of the decade.

The pace of development in the PC market continues to accelerate. Developments that used to occur over years now do so in the space of a few quarters. The handheld market has been slow to develop, hindered by a lack of standards. The next discontinuity in the IT market is likely to come from the new consumer segment, although the handheld market may also play a part. Many of the attributes needed to succeed in IT consumer markets are better understood by consumer electronics firms than by PC companies. PC vendors will not be the only beneficiaries of the new consumer paradigm in the high technology industry.

NOTEWORTHY

PROMOTIONS

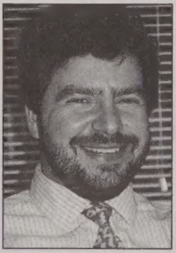

LUKACS

IDG WORLD UPDATE

Mirko Lukacs, formerly research analyst for IDC Benelux, has been promoted to senior analyst for the European IT Services and Systems Integration Program.

RYAN

IDG WORLD UPDATE


GARRETSON

IDG WORLD UPDATE

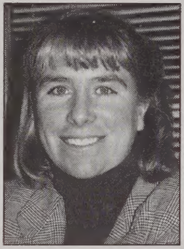
International Publishing Services in Boston recently announced two promotions. **Lisa Ryan**, formerly business manager for IPS, has been promoted to VP of business development. **Rob Garretson** has been promoted to VP of editorial for IPS. Rob will maintain his title of editor-in-chief of the IDG News Service. "Rob and Lisa have proven their skills at delivering important resources to the IDG family on a reliable, daily basis. These new positions acknowledge their importance and value to IPS and IDG in general," noted International Publishing Services President **David Hill**.

NEW EMPLOYEES

Saleha Meffen is marketing communications manager for IMS/Europe. Prior to joining IMS, Saleha spent two years as a freelance marketing manager for IT clients including Compaq Computer U.K. Her eight-year marketing career includes serving as professional and online services marketing manager for Datamonitor Publications.

Craig Lee is western regional manager for *GamePro* magazine. Craig worked previously as western regional manager for *Car and Driver Magazine*. He has a BS in business administration and enjoys aikido, cigars and time with his 17-month-old daughter.

Ani Musisoglu is an administrative office assistant for IDG Newsletters and PC World's Boston bureau. Ani is a recent graduate of Burdett Business School and worked most recently for Behr & Kalman law firm.


APRIL

IDG WORLD UPDATE

Carolyn April has joined *InfoWorld's* Boston bureau as a reporter. Previously a reporter for the *Patriot Ledger*, Carolyn has a BA and an MA in journalism from Northwestern University and enjoys reading and music.

Previously VP of marketing for Lycos, Inc., **Michael Olfe** has joined IDC as director, Internet Products and Services. Michael will be based at IDCs Framingham headquarters. He has a BA in English Literature from Columbia College and an MA in linguistics from Columbia University. Michael enjoys hiking, literature and movies.

TRANSFERS

CUNNINGHAM

IDG WORLD UPDATE

Cara Cunningham, formerly Paris correspondent for the IDG News Service, has joined *InfoWorld's* Boston bureau as senior editor. Cara has a BA in communications and history from Simmons College.

ADVERTISING AGE

continued from page 1

ing IDG's inclusion in the list was that *Ad Age* didn't recognize the different names that some IDG business units use for the core product line titles (for example, the *CW* equivalent in France is *Le Monde Informatique*).

IDG Marketing Services has worked hard to educate the market about IDG's global reach. Now, after a lengthy exchange with IDG staff, *Advertising Age* has a better appreciation of IDG's global presence. "The power of our global product lines are finally beginning to be understood," Meers said.

1995 Circulation Figures

	N. America	L. America	Europe	Middle East	Asia/Pacif.
CW	393,000	88,000	870,000	18,000	211,000
PCW	1,000,000	427,000	780,000	23,000	233,000
MW	650,000	20,000	110,000	N/A	80,000
NW	150,000	20,000	300,000	N/A	130,000

Worldwide Totals:

***Computerworld*: 1,580,000**
***PC World*: 2,463,000**
***Macworld*: 860,000**
***Network World*: 600,000**

Source: IMS/Europe

WORLD'S LARGEST MEDIA COMPANY

In terms of ranking based on 1994 revenue, *Advertising Age* lists IDG as the world's largest media company in the computer category (with $912 million in revenue) and 25th largest overall. Ziff-Davis ranked 26th with $821 million.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
John Dix - Network World

FOURTEEN YEARS
Pam Valentinas - Network World
Joan Bayon Pinsky - Network World
Heather Guinard - Active Media

THIRTEEN YEARS
Debbie Bourgault - Active Media

TWELVE YEARS
Bob Callery - IDC
Valerie Sanclemente - IDG
Robert Wallace - Computerworld
Elisabeth Franconeri - IDG France

ELEVEN YEARS
Karen Wallace - Network World
Robert Kanes - PC World

TEN YEARS
James Brown - Network World
Robert Wells - IDG New Zealand
Norma Tamburrino - Computerworld
Lawrence Craven - Computerworld
Frédéric Berge - IDG France

NINE YEARS
Eleni Brisbois - Network World
Mark Leary - IDC

EIGHT YEARS
Bob Ainsworth - InfoWorld

SEVEN YEARS
Evilee Thibeault - Network World
Gisela Wilson - IDC
Gabriele Arioli - IDG Italy

SIX YEARS
Sara Messmer - Network World
Chris Tallerås - IDG Norway
David Ludlum - IDC/LINK
Greg Mason - Multimedia World

FIVE YEARS
Barbara Sullivan - Network World
Jill Spooner - IDG New Zealand
Norma Draper - IDC Government
Richard Bastas - CIO

FOUR YEARS
Michael Cooney - Network World
Christopher Willard - IDC
Christian Christiansen - IDC
Nancy Kruse Hannigan - IDC
Michael Melenovsky - IDC
Dorothy Caspersen - CIO

THREE YEARS
Janette Harms - Infotainment World
Tiffany Wallace - Infotainment World
Christina Turner - IDG Books
Greg Kilkenny - IDG Books

TWO YEARS
Kevin Fogarty - Network World
Tracy Omar - Network World
Judith Johnson - IDG New Zealand
Karen Mitchell - InfoWorld
Jon Friesch - PC World
Shawne Burke-Pecar - PC World
Mary Beth Welch - Computerworld
Kathy Cox - IDG Books
Kevin Moran - IDG Books
Steen Kongstad - IDG Denmark
Patricia Peng - IDG Singapore
Peter Karnig - Active Media
Annette Lindenau - IDG Germany
Lorraine Cosgrove - IDC
Cheryl Toffel - IDC

ONE YEAR
Richard Black - Network World
Tom Garvey - Network World
Kerry Dodds - IDG New Zealand
Rachel Rogan - IDG New Zealand
Catherine Ross - IDG New Zealand
Richard Main - IDG New Zealand
Thomas Copeland - IDC
Ron Gibson - IDG Central Services
Carrie Mazzotta - IDG
Robert Sampson - Computerworld
Richard Graves - IDG Books
Melba Hopper - IDG Books
Alan Stowe - IDG Books
Leslie Popplewell - IDG Books
Stuart Green - IDG Media
Lucy Docherty - IDC U.K.

COMMUNICATIONS PUBLICATIONS:	SIX-MONTH YEAR-TO-DATE AUGUST 1995 TO JANUARY 1996
Top Third 1	China Computer & Communication Network World (Australia) LAN Internetworking (Netherlands)
Middle Third 2	Comunicaciones World (Spain) Nätverk & Kommunikation (Sweden) NetWorld (Poland)
3 Lower Third	Networking (Italy) Network World U.S. Réseaux & Telecoms (France)

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

NETWORLD
Komunikacja ruchoma GSM
Sieć w GUS-ie
Porównanie hubów

China Computer & Communication **logged the highest profit margin for the six-month period August 1995 to January 1996, while Poland's *NetWorld* reported the greatest improvement in profit margin for the same six-month period.**

CELEBRATING 10

Mary Gibbons

HOME: Clinton, Mass.

JOINED IDG: September 1985 as research analyst at IDC.

CURRENT TITLE: Director of Operations for IDC's Systems, Software and Storage Group.

JOB RESPONSIBILITIES: Directing the overall operations for the Systems, Software and Storage Research Group. More specifically, this includes overall responsibility for the business planning processes which include budgeting, P&L management, strategic planning and salary planning. It also includes the development and maintenance of S3 policies and procedures as they relate to the overall running of the business.

MOST CHALLENGING PART OF THE JOB: Looking for new and better ways to improve overall operational efficiencies.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Beside the fact that IDG is an excellent company to work for, it has also provided me with growth opportunities that have mapped well to my overall career interests.

BEST WAY SOMEONE CAN COMPLIMENT YOU ON YOUR WORK? By giving me additional responsibility.

INTERESTS OUTSIDE THE OFFICE? Golfing, running and skiing.

WORDS TO LIVE BY: 1) Treat others as you would want to be treated. 2) No one will ever listen to your advice and ignore your example.

FANTASY JOB: Professional golfer.

MARY GIBBONS JOINED IDG CHAIRMAN PAT McGOVERN FOR *dinner at Boston's Ritz-Carlton to celebrate her 10th anniversary.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE: My husband.

MANAGER'S PROFILE: "Mary's biggest contribution to the team is getting things done quickly and efficiently. As an example, we used to send out research to each client in each program resulting in many clients receiving multiple research reports from different programs in separate mailings every week. Mary instituted a system in which we now group research each week, and the client receives one mailing from us, saving us about $10,000 per year in mailing expenses. Mary is now in the process of instituting this procedure on a company-wide basis."
- Dave Vellante, IDC Senior VP, Systems, Software and Storage Group

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 17

April 22, 1996

NETWORK WORLD AND IDC COLLABORATE ON STUDY OF TOP INTERNET TRENDS
PAGE 2

FEDERAL COMPUTER WEEK EDITOR DONS FLAK JACKET FOR BALKAN ASSIGNMENT
PAGE 4

IDG ACQUIRES COMPANY TO ASSIST WITH SHOW-RELATED TRAVEL PLANNING
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ExecuTrain Named No. 1 Computer Training Franchisor

ExecuTrain has been named the No. 1 computer training franchisor in *Entrepreneur Magazine*’s17th annual Franchise 500 Awards.

Dedicated to providing computer training and support to business professionals worldwide, ExecuTrain was awarded the honor as a result of a number of factors. The considerations included: length of time in business, number of franchised and company-owned units, start-up costs, corporate financing, growth rate, percentage of terminations and the company’s financial stability.

DAVID DEUTSCH, *ExecuTrain CEO, was Entrepreneur of the Year in the Southeast U.S. in 1995.*

ExecuTrain led the balloting over New Horizons and Productivity Point International, two of the five computer franchisors that made the list.

•CONTINUED PAGE 2•

Macworld Employees Volunteer to Get California Schools Wired

Macworld employees joined an estimated 17,903 volunteers on Saturday, March 9, to help wire California schools during NetDay96, a statewide effort to give Internet access to classes from kindergarten through Grade 12. Macworld’s efforts involved 11 employees from a variety of departments who wired more than 14 schools in five counties. And, Macworld Communications, Inc. generously purchased NetDay96 kits and network supplies for these schools.

NetDay96’s goal to cable all schools in California is in the spirit of the initiative directed by U.S. President Bill Clinton: to connect every classroom and library in America to the Internet by the year 2000.

Macworld employees had an overwhelmingly great response to NetDay96. Online Production Editor **Paul Devine** volunteered to work at the California School for the Deaf, where half the members of the volunteer team were deaf. Communication was a huge challenge, as the group tried to discuss network installation while crawling around and pulling wires in the ceiling. In addition, Devine and the rest of the team faced a potentially serious situation when one of the deaf volunteers got trapped in a crawl space and was unable to signal his location. The volunteer was rescued, however, and the group accomplished its goals for the school.

SEVERAL NETDAY96 PARTICIPANTS *from Macworld huddle with spools of cabling wire. (Front, L-R:)* ***Paul Devine, Eos de Feminis*** *and* ***Ed Ramirez****. (Back, L-R:)* ***Shelly Ginenthal, Stephen Daniels, Cathy Abes*** *and* ***Howard Baldwin****.*

Senior Editor **Howard Baldwin** volunteered at a school that was already wired, so volunteers were put to work installing network components. Baldwin shared a common sentiment among volunteers: NetDay96 provided a unique opportunity to work with peers across different companies and industries.

Financial Assistant **Eos de Feminis** and Mail Order Account Manager **Ed Ramirez** helped wire two low-income schools in San Francisco. Both de Feminis and Ramirez felt that NetDay96

•CONTINUED PAGE 6•

IN BRIEF

Network World 500 Study Reveals Top Internet Trends

The findings of "Networking in the Cyber Age," the fourth annual Network World 500 survey were released earlier this month at NetWorld+Interop in Las Vegas.

The survey showed that the Internet is being embraced by corporate America, with particular emphasis on intranets (i.e., internal information systems.)

The study, which represents a collaboration between IDC and Network World, consisted of telephone interviews with 500 leading U.S. networking users whose companies have internetworked LANs and WANs, annual network expenditures of over $5 million, and more than 1,000 employees.

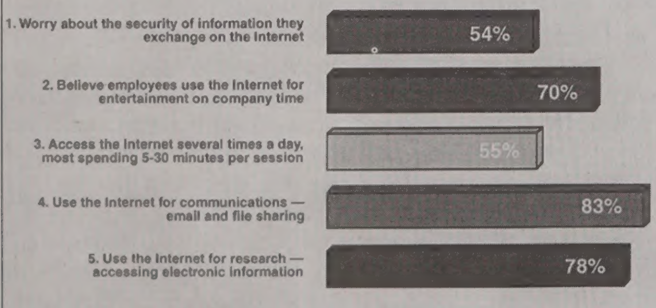
Top Five Internet/Intranet Trends of 1996:

1. 89% have or will implement an intranet strategy for their company in the next 12 months.
2. 85% have Web servers in their organizations for Internet applications; 73% for intranet.
3. 28% use Internet/intranet applications for making transactions (i.e., electronic commerce) with customers, while 48% plan to in the next 12 months.
4. 69% have remote access to the LAN (local area network) for over 200 employees.
5. 88% said public network carriers, such as long-distance and local carriers, will become more important to their enterprise network strategy as the carriers provide new services

Both the top Internet/intranet trends and top general Internet trends were presented at a panel discussion moderated by **John Gallant**, senior vice president/editor-in-chief, *Network World*; **Gigi Wang**, senior vice president, communications industry research, IDC, and Vic Langford, senior VP/general manager of Novell's Internet/intranet group.

For more information contact ***Heidi Creighton*** *at tel: 508-820-7528 or E-mail: hcreight@nww.com.*

Top Five General Internet Trends of 1996



Source: 1996 *Network World 500* study

CW España Produces Giant Issue for 15th Anniversary

IDG Spain pulled out all the stops for the 15th anniversary edition of *Computerworld España*. Weighing in at close to 3 lbs. with 260 full-color tabloid pages, the March 29 issue made a splash with advertisers and readers alike.

COMPUTERWORLD

In honor of a decade-and-a-half of publication, advertisers were offered a 15% discount on full-page ads. In total137 pages were sold, representing a 53% ad-edit ratio, excluding IDG ads.

And, even with a cover price of close to US$15, the edition had a sell-through of 12,500 — 4,000 copies more than *Computerworld España*'s regular circulation of 8,500.

To celebrate, IDG Spain hosted a dinner party at the Casino de Madrid for key clients on March 28 where Computerworld '96 Awards went to Hewlett-Packard, Lotus Development, and Sema Group, among others.

EXECUTRAIN

continued from page 1

A franchise is authorization granted by a manufacturer to a distributor to sell its products or services.

The award from *Entrepreneur* comes on the heels of several other achievements.

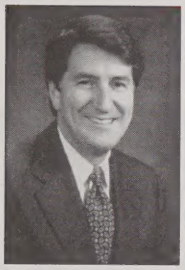
From 1991 to 1995, *Success Magazine* ranked ExecuTrain as one of the 100 best franchise businesses in the U.S. The publication also named ExecuTrain CEO David Deutsch the 1995 Entrepreneur of the Year for the Southeast region.

The company was also recognized by *Inc. Magazine* in its 1994, 1991 and 1990 rankings of the fastest-growing, privately held companies in the U.S.

EXECUTRAIN AT A GLANCE

- **Headquarters: Alpharetta, GA**
- **Established: 1984**
- **Number of offices: 180**
- **Number of countries with franchises: 20**
- **Number of franchises: 137 (some franchises open and operate more than one office)**
- **IDG affiliation: Following its initial investment in 1990, IDG became the majority shareholder in ExecuTrain in 1995.**

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q What is IDG's strategy for expositions? I have heard different things, and my business unit develops expositions and would like assistance from the U.S. to bring customers to our expositions. Can you tell us if there is help for us in the U.S. with the exposition business? Who is the person to contact?

A Expositions and conferences are the fastest growing segment of IDG's business, and we expect that to continue. That means you will see IDG start new expositions, extend current expositions to more countries, etc. To help accelerate that growth, the organizational style by which we have undertaken expositions has changed in the last year.

We are now modeling IDG's exposition activity on our successful publishing organization: rather than have one, single organization (World Expo Corp.) responsible for expositions, we expect to have a family of companies all undertaking expositions in their respective markets. Therefore, we have renamed the activity IDG Expositions to include all the expositions IDG produces worldwide, similar to the way that IDG Communications encompasses all of our publishing companies worldwide.

Successful expositions come from identifying an audience need and then having the ability to promote effectively to that audience the value of an exposition or conference. This is where IDG excels, and therefore why we believe there is an exciting future for events produced by IDG. The actual infrastructure of expositions — registration systems, site logistics, etc. — is something that IDG will typically subcontract just as our publications subcontract for printing services, fulfillment, etc.

In 1996, more than five million of the world's most active and influential IT buyers will attend more than 90 expositions produced by IDG. That includes industry leading event series like ComNet, Electronic Entertainment Expo, MACWORLD Expo and Windows World, as well as new shows like Internet Commerce Expo and IMA Expo in the U.S. and market firsts like the Vietnam Computerworld Expo and the Romanian Computer Show. Simply put, IDG is the largest producer of computer-related conferences and expositions in the world.

To support those activities, IDG's Marketing Services group is now producing marketing materials, just as they produce them for IDG's publication family. In addition, a dedicated team has been established in the U.S. as a global resource center for customers interested in learning more about our expositions, including buying booth space. In addition, the resource center has conference expertise to help expositions outside the U.S. secure speakers and build conference programs.

The resource center can be reached at 508-879-6700, where Jill Krebser fulfills the role of "information central" for any type of exposition query. Also at the resource center are Chip Zaborowski, who is director of international accounts for U.S. customers interested in IDG's international expo family, and Janet Morita, who is director of conference support for inquiries about conference speakers and contacts.

Please note that the resource center is there to provide whatever assistance it can, but the small staff precludes it becoming a dedicated sales team for any one of IDG's more than 90 expositions. Many of our international exposition families, in fact, have dedicated sales support structures in the U.S. The E3 show family, for example, has a U.S. sales team that helps sell the international family of E3 expos; the IDG China expo family also has dedicated U.S. representation.

These support activities are just part of the commitment IDG has made to continue its leadership role in producing leading events for our customers all over the world.

What differences would a Dole presidency make to IDG's businesses compared to the current business climate under Clinton?

IDG has thrived under both Republican and Democratic administrations, so I will diplomatically dodge this question!

Why does IDG have both subsidiaries and licensees in some countries? Doesn't this undermine the efforts of our subsidiaries in such places?

The opportunity to launch any title is always offered first to the IDG subsidiary in any country. Only if they turn down the opportunity does IDG consider a licensee. This approach makes a good deal of sense, as it continually expands the IDG product lines worldwide while taking the pressure off of IDG subsidiaries to launch titles that may distract them from their core mission.

A good example is the games titles. IDG has an excellent licensee in Brazil, for instance, producing the games titles *PC Entertainment* (soon to be renamed *PC Games* in the U.S.) and *GamePro* under license. IDG Brazil felt it was more important to focus full attention on the core titles like *Computerworld* and *PC World* where they fully understand the markets. The staff would genuinely have liked to launch the games titles, but they realized there was a steep learning curve to master these new consumer markets, and the time spent on that effort would harm their efforts on the other titles. Now we have IDG Brazil giving undivided attention to their key titles, but we also have a successful and focused licensee producing the games magazines. We have the best of all worlds!

If you have a question for the "On line" column, contact *IDG World Update* at world_update@idg.com. Questions will be passed along anonymously.

Federal Computer Week Reporter Crosses the Line

Clad in an armored vest and traveling in armed convoys, Editor-at-Large Bob Brewin spent two weeks in the Balkans tracking the most complex communications net ever installed by the Pentagon

In an effort to track IT systems used by U.S. and NATO forces as part of Operation Joint Endeavor, *Federal Computer Week* dispatched Editor-at-Large **Bob Brewin** on a two-week trip to Germany, Bosnia, Croatia and Serbia earlier this year.

In Europe, Brewin talked with generals responsible for the overall system architecture in Germany and with sergeants struggling to install 4.5-meter satellite dishes in the mud in Tuzla, Bosnia. Brewin traveled by Humvee (High-Mobility Multipurpose Vehicle) in armed convoys, flew into Tuzla on a Luftwaffe C-160 cargo plane and journeyed to Sarajevo aboard a Royal Norwegian Air Force C-130. Once "down range'' he stuffed his reporter's notebook into the apparel of choice in the Balkans, an armored vest.

BILL TRIPLETT/U.S. ARMY

BOB BREWIN VISITS THE HEADQUARTERS OF THE U.S. ARMY *signal battalion in Sarajevo responsible for providing tactical switching and satellite services for the NATO Allied Reaction Corps. Using the system, which provides tactical communications for French, British and U.S. forces in Bosnia to anywhere in the world, Brewin was able to check his e-mail back in Falls Church, Va.*

'A Fellini movie and a Bosch painting'

"Sarajevo was like a Fellini movie, with overtones of a Bosch painting," said Brewin. "Though there's hardly a building that's not been sprayed by small arms fire, and there are piles of rubble everywhere, the Benetton outlet in the old downtown does such a booming business that you can't find a place nearby to park a Humvee."

> *"Though there's hardly a building that's not been sprayed by small arms fire, the Benetton outlet does such a booming business that you can't find a place nearby to park a Humvee."*
>
> **Bob Brewin**

Hotel rooms are hard to find and expensive in Sarajevo, so Brewin stayed in a barracks carved out of the old Parliament building by the Army 5th Signal Command. "The Holiday Inn/Sarajevo — half of which is rubble — wants $250 a night, cash, for a plain room and $300 for a room with running water. I felt much safer in the barracks," Brewin said.

Meals often consisted of MREs (Meals Ready to Eat) eaten on the fly, but in Sarajevo Brewin dined on white linen at the NATO command mess, located in the former residence of Tito, the former long-term ruler of Yugoslavia. "The whole trip was a combination of the strange, the sad and the bizarre," Brewin said.

Brewin not only filed stories for the regular issue of *FCW*, he also gathered additional material for "Bosnia: Special Report," a supplement scheduled for publication on April 29 that will provide an in-depth look at the most complex communications network ever installed by the Pentagon.

BILL TRIPLETT/U.S. ARMY

JUST DOWN THE ROAD FROM THE U.S. *Army's tents in Sarajevo is the headquarters of the British Allied Rapid Reaction Corps, which is housed in an old Serbian hotel. "The British really know how to occupy," joked* ***Bob Brewin****, seen here standing in front of a British IFOR (Implementation Force) Land Rover. He was later invited in for tea.*

As Brewin toured the Balkans, Features Editor **John Moore**, Senior Writer **Brad Bass** and Senior Reporter **John Stein Monroe** worked the stateside story, calling some 60 vendors as well as numerous Department of Defense agencies. This reporting team has already conducted over 100 interviews in four countries for the special report, which will highlight such themes as e-mail from the foxhole to the Pentagon, digital mapping products, telemedicine and telepsychology and digital photography.

FCW Group President and *Federal Computer Week* Publisher **Edith Holmes** said the "Bosnia: Special Report" represents the best of opportunities from news and revenue standpoints. "News about information technology in the government market is what *FCW* is about," she said, "and because of its news value and the number of IT companies supporting the peacekeeping mission, this project will contribute significantly to the publication's bottom line."

Thanks to Bob Brewin for contributing this story.

IDG New Job Opportunities Update
Monday, April 22, 1996

Marketing Manager, Asia/Pacific (International Data Corporation)
As a U.S.-based product champion for A/P research, the candidate will work with IDC's sales force to market and increase sales of Asia Pacific research to U.S.-based prospects and existing clients, contribute input to research proposals developed by the regional research & marketing staff, maintain and expand the U.S.-based prospect & client contact data base, and increase awareness of IDC's activities in Asia Pacific through participation in IDC-sponsored and other industry events. Requirements include minimum of two years experience in marketing/sales, preferably involving research products, experience or strong knowledge of the Asia Pacific region. Requires frequent travel within the U.S. and Asia Pacific region. Mt. View, CA
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Senior Analyst, Latin America (International Data Corporation)
IDC is looking for a Senior Analyst to be responsible for completing multiclient research reports and special consulting projects for the Latin America research clients. Responsibilities will include editing reports, analyzing data, performing business development, and managing relationships with local country offices. The successful candidate must have strong analytical and writing skills and a knowledge of the IT industry. A minimum of 3-4 years business and/or international experience required. Spanish or Portuguese required. BA required, Masters degree a plus. Mt. View, CA
Contact: Dana Miller, dmiller@idcresearch.com Phone: (508) 935-4133 Fax: (508) 935-4610

Production System Specialist (IDG Books)
Macintosh "Guru" needed to support our production department in hardware and software troubleshooting, upgrades, and maintenance needs. Should have a minimum of 3 years of experience with desktop publishing software, archiving and backup procedures. Indianapolis, IN
Contact: Jamie Maroney, jmaroney@idgbooks.com Phone: (317) 596-5222 Fax: (317) 596-5240

Show Manager, E3 (Infotainment World)
Candidate must have at least 4 years of hands-on trade show and events planning experience. Knowledge of electronic entertainment/multimedia industries preferable. Experience with domestic/international show management a plus. Strategic & business planning experience, P&L management, proven project management skills, excellent client and supervisory management, leadership & strong organizational skills essential. Relevant experience includes ad agency account management. You will act as liaison between client and all internal operating and support areas. Tradeshow planning experience a strong plus, preferably within the high-tech industry. Must work well under pressure with limited deadlines and multiple priorities. Attention to detail and excellent interpersonal and negotiating skills required. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Marketing Project Manager, Expos & Events (Infotainment World)
This individual will be responsible for all direct mail and advertising campaigns, conference brochures and sales collateral, list acquisition & fulfillment. Additional responsibilities include generating media plans and arranging media trades. We are looking for a creative, detail-oriented and deadline driven team player with the ability to get the job done. Requires 5+ years of direct marketing experience. Excellent organizational, time management, and communication skills essential; knowledge of the multimedia industry preferred. BA/BS preferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Account Executive, PC Games (Infotainment World)
Primary responsibilities will include qualifying leads, generating interest, and closing business for the Marketplace section of PC Games. A proven track record in telemarketing sales is required; consumer/publishing industry telemarketing experience a plus. Mac literacy a plus. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Office Services Assistant (IMI New Ventures)
This is a part-time (30 hrs/week) entry level position requiring 1 year of business experience and strong communications skills. Duties include general maintenance, switchboard, reception and mail distribution. Generally requires the ability to lift at least 25 lbs. Enthusiasm and team spirit necessary in this start-up environment! San Francisco, CA
Contact: Cynthia Meade, cynthia@iminv.com Phone: (415) 278-1005 Fax: (415) 278-1050

Vice-President, Information Systems (Network World)
Network World is looking for a Vice President, Information Systems to lead our organization with vision and strategy in technology. You must be a strong manager to lead our two IS professionals and two Imaging professionals with integrated goals. Network World's technology environment is a distributed enterprise network with Windows, MAC and DOS clients running Ethernet, TCP/IP, VAX and UNIX. There are 117 users (35 or so remote). Proven experience with applications technology and creating creative solutions to challenging business issues is a must. Particular interest in internet and intranet technologies. A college degree with 8+ years of experience is required. Any publishing environment experience a plus. Framingham, MA
Contact: Mary Cornetta Brown, mbrown@nw.com Phone: (508) 820-7474 Fax: (508) 820-3340

Assistant to the Publisher (Multimedia World)
Candidate will provide administrative support to the Publisher of Multimedia World. Responsibilities include office management, meeting and presentation preparation, departmental expense tracking and extensive customer contact. Must be PC literate and have a good knowledge of Word for Windows and Excel for Windows. The ideal candidate will be highly organized and detail oriented with excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment. San Francisco, CA
Contact: Greg Mason, greg_mason@pcw.com Phone: (415) 978-3270 Fax: (415) 974-7316

Please look forward to the complete list of job opportunities across IDG on Monday, April 29

IDG
EVENTS CALENDAR
MAY - AUGUST 1996

Please note: To have your show, conference, seminar or meeting listed in the next IDG Events Calendar, scheduled to appear in mid-August, please submit the appropriate information to the staff at the *IDG World Update* by Aug. 1 via interoffice mail or Internet: world_update@idg.com.

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.	IDC This symbol connotes the first day of an IDC Directions '96 Briefing Session. For a more complete description of the event, please see the listing on the back of this calendar.		**1** U.S. SALES MANAGERS TRAINING, May 1-3, Redwood Shores, Calif. Contact: Martha Stephens, Tel: 508-935-4568; Fax: 508-935-4600	IDC **2**	IDC **3**	**4**
5 OBJECT WORLD EAST, May 5-9, Boston, Contact: Dru Montgomery, Tel: 508-820-4300; E-mail: dmontgomery@ow.com	**6**	NW IDC **7** FINANCE FUNCTION MEETING/EUROPE, May 7-8, Marbella, Spain, Contact: Keith Arnot, Tel: 44-171-831-9252; Fax: 44-171-831-8767 DANMILJO ENVIRONMENTAL TRADE FAIR, May 7-9, Herning Jutland, Denmark Contact: Trude Berg, IDG Denmark, Tel: 45-36-199-100 or via Lotus Notes	**8** JAKARTA COMPUTER EXPO AND IT SEMINAR, May 8-10, Jakarta, Indonesia, Contact:P. Winaro, Tel: 62-21-548-5574; Fax: 62-21-549-4111	IDC **9**	**10** MACWORLD EXPO U.K., May 17-19, Wembley Exhibition Center, London , Tel: 44-171-831-9252	**11**
12	IDC **13** IDG EUROPEAN GLOBAL SUMMIT, May 13-15, Monaco, Contact: Gill Warren, Tel: 44-181-566-3812	NW **14** CHINA COMPUTER PRODUCTS SHOW, May 15-19, Beijing Expo Center, Beijing, Tel: 508-628-4848; 800-340-2645 WINDOWS WORLD '96, May 15-19, Istanbul, Turkey, Contact: Vedat Cakmak, Tel: 90-212-279-1180; Fax: 90-212-282-6409	IDC **15** IDG SPRING SWING GOLF EVENT, May 15-16, Austin, Texas, Contact: Jennifer Rizzo, IMS, Tel: 617-534-1258	**16** ELECTRONIC ENTERTAINMENT EXPO (E3), May 16-18, Los Angeles, Contact: MHA Event Management, Tel: 617-551-9800; Fax: 617-440-0300 EUROPEAN HUMAN RESOURCES MEETING, May 16-17, Munich, Contact: Tom Mathews, Tel: 508-935-4710; Fax: 508-935-4600	**17**	**18**
19 MARKETING RESEARCH FUNCTION MEETING, May 19-22, Monterey, Calif., Contact: Kathy Dinneen, Tel: 508-370-0850 CHINA COMPUTER WINDOWS WORLD '96	**20** MACWORLD GLOBAL PRODUCT LINE MEETING, May 20-23, Paris, Contact: Kimberlee Ludee,Tel: 415-978-3396 EUROPEAN PUBLISHING INSTITUTE, May 20-22, Munich, Contact: Tom Mathews, Tel: 508-935-4710; Fax: 508-935-4600	**21** NETVAERK, May 21-23, Bella Center, Copenhagen, Denmark Contact: Trude Berg, IDG Denmark, Tel: 45-36-199-100 or via Lotus Notes	IDC **22**	IDC **23**	**24**	**25**
26	IDC **27** CW/IW GLOBAL PRODUCT LINE MEETING, May 27-29, Prague, Czech Republic Contact: Siri Herud, Tel: 47-22-05-30-00; Fax: 47-22-05-31-10	**28** COMNET PRAGUE, May 28-30, Prague, Czech Republic Contact: Gunnar Kuechler, Tel: 49-89-360-86208; Fax: 49-89-360-86290	IDC **29**	NW IDC **30**	NW **31**	

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar. IDC This symbol connotes the first day of an IDC Directions '96 Briefing Session. For a more complete description of the event, please see the listing on the back of this calendar.		PC WORLD EUROPEAN GLOBAL PRODUCT LINE MEETING, June 4-6, Marakkesh, Morocco, Contact: Nancy Jacobs, Tel: 415-978-3303; Fax: 415-978-3382				**1**
2 COMPUTERWORLD NATIONAL TECHNICAL RECRUITING CONFERENCE, June 2-5, Englewood, Co., Contact: Price-Lampert Assoc., Tel: 800-488-9204	NW **3** COMPUTERWORLD SMITHSONIAN AWARDS, June 3-4, Washington, D.C. Contact: Dan Morrow, Tel: 617-478-2704	NW **4** WINDOWS WORLD OPEN AWARDS PROGRAM, June 4, Chicago, Sponsor: CW, Contact: Janet Church, Tel: 206-443-9673	**5** IDG INSTITUTE, June 5-7, Center for Executive Education, Babson College, Wellesley, Mass., Contact: Martha Stephens, Tel: 508-935-4568; Fax: 508-935-4600	**6**	**7**	**8** IDC ASIA/PACIFIC MANAGERS MEETING, June 8-10, Cairns, Australia, Contact: Marion Kibbee, Tel: 617-534-1207; Fax: 617-262-2300
9 IDG ASIA/PACIFIC MANAGERS MEETING	**10**	NW **11** COMNET CANADA, June 18-19, Toronto Contact: Tel: 800-340-2645	**12**	**13** IDG EUROPEAN MANAGERS MEETING, June 13-15, Copenhagen, Denmark, Contact: Marion Kibbee, Tel: 617-534-1207; Fax: 617-262-2300	**14**	**15**
16	**17**	NW **18** OBJECT WORLD LONDON, June 18-21, London, Contact: Kieron Fennelly, Tel: 44-181-570-2182; E-mail:owuk@omg.org	NW **19** COMNET WARSAW, June 19-21, Warsaw, Poland Contact: Gunnar Kuechler, Tel: 49-89-360-86208; Fax: 49-89-360-86290 1996 WORLD CLASS AWARD PARTY, June 19, New York City, Contact: Sandy Wong, PC World, Tel: 415-243-0500	**20**	**21**	**22**
23 IDG LATIN AMERICAN MANAGERS MEETING, June 23-24, Miami, Fla., Contact: Marion Kibbee, Tel: 617-534-1207; Fax: 617-262-2300 **30**	**24** IDG LATIN AMERICAN SUMMIT, June 24-26, Miami, Fla., Contact: Jennifer Rizzo, IMS, Tel: 617-534-1257; Fax: 617-536-8408	NW **25** INTRANET '96 CONFERENCE, June 25-26, San Jose, Calif., Presented by: CW Contact: Price-Lampert Assoc., Tel:800-488-9204; Fax: 508-620-9430	**26** WINDOWS WORLD JAPAN, June 26-29, Tokyo, Contact: IDG Japan, Tel: 81-3-5276-0451 Fax: 81-3-5276-3753	NW IDC **27**	NW **28**	**29**

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.	**1**	**2**	**3**	**4**	**5**	**6**
7	**8**	**9**	**10**	**11** MEETING AND CONFERENCE PLANNING FUNCTION MEETING, July 11-12, Boston, Mass., Contact: Lyndsey Pomella or Paul Carlin, IDG Corporate Travel, Tel: 508-935-4093; Fax: 508-935-4021	**12**	**13**
14 EDITORIAL FUNCTION MEETING, July 14-16, Boston, Contact: Paul Gillin or Linda Gorgone, CW, Tel: 508-879-0700; Fax: 508-875-8931 or John Gallant, NW, Tel: 508-875-6400; Fax: 508-820-3467	**15**	**16**	**17**	**18** MACWORLD EXPO SINGAPORE, July 18-21, Singapore International Convention and Expo Center, Contact: IDG Singapore, Tel: 65-345-8384; Fax: 65-345-7097	**19**	**20**
21 MACWORLD EXPO SINGAPORE	**22**	NW **23**	**24** ONLINE FUNCTION MEETING, July 25-27, Hotel Sofitel, Redwood Shores, Calif., Contact: LynAnn King, ISG, Tel: 415-312-7895; Fax: 415-312-7878	**25**	**26**	**27**
28 SPOTLIGHT, July 28-30, Laguna Nigel, Calif., Contact: Lia Lorenzano, InfoWorld Conference and Media Group, Tel: 415-572-7341	**29**	NW **30**	**31**			

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.				**1** IDG SUMMER SWING GOLF EVENT, August 1-2, Pebble Beach, Calif., Contact:Catey Truman, IMS, Tel: 415-676-3031; Fax: 415-705-6421	**2**	**3**
4	**5**	NW **6**	**7** MACWORLD EXPO, August 7-10, Boston, Contact: MHA Event Management, Tel: 617-551-9800; Fax: 617-440-0300	**8**	**9**	**10**
11 WEBMASTER PERSPECTIVES CONFERENCE, August 11-14, San Francisco, Contact: CIO, Tel: 800-366-0246 or 508-872-8200	**12**	**13**	**14** NETWORK WORLD MANAGING ENTERPRISE NETWORKS, August 14-16, Boston, Contact: Joanne Wittren, NW, Tel: 508-879-6400; Fax: 508-879-3167	**15**	**16**	**17**
18 OBJECT WORLD WEST, August 18-22, San Jose, Calif., Contact: Dru Montgomery, Tel: 508-820-4300; E-mail: dmontgomery@ow.com	**19**	NW **20**	**21**	**22**	**23**	**24**
25	**26**	**27** OBJECT WORLD SYDNEY, August 27-30, Sydney, Australia, Contact: Elke Roewekamp, Tel: 61-2-9957-1092; E-mail: owaustralia@ow.com	**28**	**29**	**30**	**31**

COMPUTERWORLD LEAD MANAGEMENT SERVICES

CW LEAD MANAGEMENT OFFERS TRADE SHOW AND SEMINAR-RELATED SERVICES TO IDG BUSINESS UNITS

Trade Show Services

CW Lead Management can help IDG business units — and their clients — maximize their trade show investment. Services include:

- **Fulfillment by mail, e-mail or fax:** Show attendees who indicate an interest in company information, product collateral, demo discs etc., will have the material on their desks by the time they return from the show.

- **Lead qualification:** CW Lead Management telemarketers can validate attendee information gathered at the show, check attendee satisfaction with information sent to them after the show, and provide customers with additional qualification data.

- **Lead ranking:** CW Lead Management staff can provide salespeople with qualified leads that are ranked by "readiness to buy" — an effective way to speed up the buying cycle and close business.

- **Lead routing:** After the show leads have been ranked, CW Lead Management will quickly distribute them to the client's inside salespeople (or to retailers or resellers) for timely contact with prospects.

- **Measurement, reporting and analysis:** CW Lead Management can provide a full report on any aspect of show and post-show activity. This includes lead counts, attendee profiles, etc. to identify "hot" leads and distribute them appropriately.

Seminar Registration Services

CW Lead Management can provide any strategic combination of the following key services for companies that organize seminars:

- **Audience targeting** to define invitees and select the most productive database sources.

- **Direct mail invitations** from creative concept through production, printing and timely mailings.

- **Audience qualification** via telephone surveys to profile prospective attendees, generate lead sheets for sales, and facilitate program personalization.

- **Registration and response management** including immediate dissemination of confirmation notices to all registrants and ongoing follow-up.

- **In-depth reporting of ongoing activity** such as daily registration counts per city.

- **Event logistics** including site selection, food and beverage services, and equipment arrangements.

For more information, contact ***Jaye Tyler****, director of strategic partnerships, at CW Lead Mangement in Framingham, Mass., by telephone: 508-628-4730; fax: 508-626-0547; Lotus Notes (Jaye Tyler) or via the Internet: jaye_tyler@cw.com.*

NW NETWORK WORLD TECHNICAL SEMINARS: MAY-AUGUST NW

IDG employees are invited to attend any Network World Technical Seminar at 50% off the regular price (Internetworking $895; Intranets $395). For more information, please contact Debra Becker, Tel: 800-643-4668 or 508-820-7493; Internet: dbecker@nww.com.

Internetworking: Designing LANs, WANs and Broadband Networks

Presenter: Mark Miller

May 7-8	Chicago
May 14-15	Boston
June 11-12	San Francisco
June 25-26	Bridgetown, Barbados
July 23-24	Dallas
July 30-31	Irvine, Calif.
August 6-7	St. Louis
August 20-21	San Jose, Calif.

Intranets: Technologies, Tools and Strategies

Presenter: Mark Gibbs

May 30	Atlanta
May 31	Washington, D.C.
June 3	New York
June 4	Boston
June 11	Irvine, Calif.
June 18	Seattle
June 19	San Francisco
June 27	Morristown, NJ
June 28	Chicago
July 23	Philadelphia

IDC IDC DIRECTIONS '96 BRIEFING SESSIONS: MAY-AUGUST IDC

May 2, London
Contact: IDC U.K.
Tel: 44-181-995-8082
Fax: 44-181-995-2172

May 3, Zurich, Switzerland
Contact: IDC Switzerland
Tel: 41-53-242-123
Fax: 41-53-247-364

May 7, Melbourne, Australia
Contact: IDC Australia
Tel: 61-2-9922-5300
Fax: 61-2-9957-2330

May 9, Sydney, Australia
Contact: IDC Australia
Tel: 61-2-9922-5300
Fax: 61-2-9957-2330

May 13, Wellington, New Zealand
Contact: IDC New Zealand
Tel: 64-4-499-1430
Fax: 64-4-499-3704

May 15, Auckland, New Zealand
Contact: IDC New Zealand
Tel: 64-4-499-1430
Fax: 64-4-499-3704

May 22, Taiwan (tentative)
Contact: IDC Taiwan
Tel: 886-2-729-6040
Fax: 886-2-758-0859

May 23, Hong Kong
Contact: IDC Asia/Pacific
Tel: 852-2530-3831
Fax: 852-2537-7347

May 27, China (tentative)
Contact: IDC China
Tel: 852-2530-3831
Fax: 852-2537-7347

May 29, Thailand (tentative)
Contact: IDC Thailand
Tel: 662-439-4519-25
Fax: 662-439-4616

May 27, Sao Paulo, Brazil
Contact: IDC Brazil
Tel: 55-11-253-7869
Fax: 55-11-289-3920

May 29, Santiago, Chile
Contact: IDC Chile
Tel: 562-231-0111
Fax: 562-334-1575

May 30, Buenos Aires, Argentina
Contact: IDC Argentina
Tel: 541-322-3159

June 27, Johannesburg, South Africa
Contact: IDC South Africa
Tel: 2711-803-6412
Fax: 2711-803-7840

Event Travel Services Eases Show-Related Travel Planning

New IDG travel agency books reservations for IDG clients attending and exhibiting at events produced by IDG business units, consolidating profits for IDG

Hold On,
Help Is On The Way!

IDG WORLD UPDATE

EVENT TRAVEL SERVICES STAFF MEMBERS ARE READY TO SERVE IDG CLIENTS. *(Left to right:)* ***Cheryl Malone****, office manager;* ***Diane Shargabian****, president;* ***David Rogiers****, reservation supervisor;* ***Sam Fabiano****, reservation agent;* ***Angie Erickson****, reservation agent;* ***Susan Pickett****, reservation agent;* ***Debbie Falasca****, reservation agent.*

IDG, which has its roots in IT publishing and market research, also has a long history in conferences and expositions dating back to the early 1970s. Last September IDG acquired Event Travel Services (ETS), based in Dedham, Mass., to accommodate the needs of IDG employees and clients exhibiting at or attending IDG trade shows.

In the past, IDG contracted with outside travel firms to handle show-related hotel bookings, car rentals and airline reservations, for which IDG received a small percentage of the commission. As the number of events IDG produced increased, it became clear that to better serve its clients, IDG needed to provide a one-stop shopping travel mechanism while at the same time substantially increasing the commission dollars flowing back to the company.

"The advantage ETS offers over working with an independent agency is favorable rates at hotels where ETS has rooms blocked for the event as well as rates with major airlines serving the event destination not available to the general public," said **Bill Murphy**, president of IDG Expositions, Inc.

ETS is headed up by President **Diane Shargabian**, who prior to joining the company worked for ABC Corporate Services, a division of Reed International. "At present there is very little competition in the event travel business," Shargabian said. "Housing bureaus do exist, but are unable to provide the traveler with instant confirmation and charge event management companies exorbitant fees."

ETS commenced operations in September 1995 as an accredited agency set up to handle reservations for IDG conferences and expositions in the U.S. For example, if an individual calls MHA Event Management to register for a show produced by an IDG company, the client is asked about his travel arrangements and, if assistance is needed, he is transferred to an ETS representative. All accommodations are confirmed immediately by fax, mail or e-mail.

Similarly, if an account manager from Macworld Japan wants to help a client — a product manager at Apple Japan — make travel arrangements to attend MACWORLD Expo/San Francisco, he can enlist ETS' services.

To date, ETS has booked accommodations for ComNet '96, is currently handling arrangements for Electronic Entertainment Expo (E3) to be held in Los Angeles next month, and handling MACWORLD Expo/Boston and Infotainment World's Interactive Multimedia Association Expo (IMA Expo) this September in New York City.

HOW TO CONTACT ETS

For more information on how ETS can assist with travel arrangements for events being organized by U.S. business units contact:

Diane Shargabian
Tel: 800-892-6080 or
617-361-8111
Fax: 617-361-6936

CONTACT IDG CORPORATE TRAVEL FOR EMPLOYEE TRAVEL ARRANGEMENTS

IDG Corporate Travel and American Express Travel will continue to handle all travel arrangements for IDG employees.

For more information on IDG's negotiated discounts on airfares, hotels and car rentals, contact IDG Corporate Travel Manager Lyndsey Pomella or Corporate Travel Assistant Paul Carlin at Tel: 508-935-4093: Fax: 508-935-4288.

American Express Travel representatives can make arrangements for IDG employees and can be reached at Tel: 800-743-4432; Fax: 508-935-4021.

NOTEWORTHY

PROMOTIONS

MILLS

IDG WORLD UPDATE

Elinor Mills, formerly U.S. correspondent for the IDG News Service, has been promoted to senior U.S. correspondent. "Elinor epitomized the term 'hit the ground running' when she joined our West Coast bureau two years ago," said **Rob Garretson**, editor-in-chief of the IDG News Service. "This promotion reflects her emerging leadership role and tremendous ongoing contribution to both our U.S. and global coverage."

NEW EMPLOYEES

Event Travel Services (ETS) in Dedham, Mass., welcomes four new employees. **Cheryl Malone** joins ETS as office manager. Previously an instructor at the Travel School of America, Cheryl enjoys cooking, crafts and photography.

Susan Pickett is a travel agent. Among her many outside interests are listening to and composing music, traveling and tinkering with computers.

Serafino Fabiano, previously a reservation agent for MHA Event Management, is now working in a similar capacity for ETS. Sam earned a travel certificate from the Travel School of America and lists camping and fishing as his outside pursuits.

Debra Falasca is a travel consultant for ETS. Debra has an associate's degree in travel from Quincy College and graduated from the Travel School of America. She worked previously as a part-time nail technician at Milano Skin Care.

Kristi Essick, formerly an assistant editor at C|Net, has joined the IDG News Service as a U.S. correspondent based in San Mateo, Calif. Prior to her foray into cyber-publishing, Kristi worked in Paris as a freelance writer and translator. She is fluent in French.

Computerworld welcomes a trio of new employees. **Marit Sathrum** is a research analyst in CW's Burlingame, Calif., office. Marit worked most recently as a research analyst in the interactive entertainment industry. She has a BS in inter-disciplinary engineering from Arizona State University and a master's in international management from The American Graduate School of International Management. Marit's outside interests include snowboarding, yoga and volunteering.

Johanna Pontes is a switchboard operator at CW's Framingham, Mass., office. Johanna has a BA in English from Framingham State College and lists travel, skiing and skydiving as her outside pursuits.

Anne Cashman has signed on as a telephone interviewer for CW's Information Management Division in Framingham.

Allyson Bates, who worked previously in a temporary capacity at *Macworld*, has joined *PC World* in San Francisco as an editorial assistant. Allyson has a BA in Spanish and journalism from Miami University and enjoys swimming and photography.

Andrew Yoo joins *Multimedia World*'s San Francisco office as an editorial assistant. Andrew has worked as an independent contractor for IDG and earned his bachelor's degree from the University of California/Berkeley.

Bryan Donovan has been hired as an associate analyst for IDCs Investment Research Services (IRS) program in Framingham. Bryan received a BA in economics from St. Anselm College and is pursuing an MBA at Babson College. Downhill and cross-country skiing are a few of his outside pursuits.

Previously district manager for CMP Publications, **Robert Mitchell** has joined Network World as a district sales manager for the Midwest region. Robert earned a bachelor's degree in marketing from Western Illinois University and outside the office enjoys softball, tennis and spending time with his family.

InfoWorld in San Mateo, Calif., welcomes two new staff members. **Chip Brookshaw** is an associate editor for product comparisons. He has a BA in English from Emory University.

A graduate of the University of California/Berkeley with a BA in art history, **Felicia Anne Howell** has signed on as an executive assistant in *InfoWorld*'s Reviews and Testing Department. Felicia enjoys art galleries and museums.

TRANSFERS

Previously associate editor for *Network World*, **Dana Thorat** is an associate research analyst for IDC's IRS/CIA research program. Dana has an associate's degree from Newbury Jr. College and certificates in graphic design and technical writing from Northeastern University. She is pursuing a BS in technical writing at Northeastern.

MACWORLD

continued from page 1

provided a great opportunity to help schools with under-priviledged students that would not have had the resources to pull off such an event.

Several Macworld employees including Devine, Associate Editor **Cathy Abes**, Senior Associate Editor **Anita Epler**, Newsstand Sales Manager **Marty Garchar** and Assistant Editor **Jim Feeley** are participating in efforts that were started before and are continuing after the official NetDay96.

Two such efforts will directly benefit children of staff members as Abes and Garchar volunteered at their children's schools — Garchar is keeping busy with kids at two separate schools.

Other Macworld employees who donated their time to this worthy cause were Chief Operating Officer **Stephen Daniels**, National Accounts Manager **Karl Elken** and Senior Associate Editor **Barbara Assadi.**

*Thanks to Macworld Marcom Manager **Rhona Hamilton** for contributing this article.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Ann Finn - Network World

TWELVE YEARS
Penny Winn - Int'l Publishing Svcs.
Lisa McGrath - Computerworld

ELEVEN YEARS
Diane LaLumiere - IDC
Jose Miguel Perez - IDG Venezuela

TEN YEARS
Martin Meier - IDG Switzerland
Peter Kelly - Computerworld

NINE YEARS
Lyndsay Brunning - IDG New Zealand

EIGHT YEARS
Vibeke Whitehead - IDG New Zealand
Shannon Smith - Macworld
Dorothy Rosenthal - IDC
Nancy Underwood - IDC
Darren Ford - Computerworld

SEVEN YEARS
Andre Kvitka - InfoWorld
Robert Thirlwell - IDG Australia
Christopher Connery - Computerworld

SIX YEARS
Grant Clothier - IDG New Zealand
Ivar Kamsvåg - IDG Norway
Othon Correa - IDG Mexico

FIVE YEARS
Mila Pancheva - IDG Bulgaria
Matthew Clark - Macworld
Agnes Héjjas - IDG Hungary

FOUR YEARS
Cuno Schneenberger - IDG Switzerland
Bonnie Chin - InfoWorld
Bruce Gray - Infotainment World
Kimberly Stein - Multimedia/PC World
Frank Savell - Computerworld
Hajnal Fikó - IDG Hungary
Katalin Zimányi - IDG Hungary

THREE YEARS
Angelina Beitia - Macworld
Linda Lawrence - Macworld
John Monroe - FCW Group
Nathalie Valette - IMI/Publish
Sándor Keizer - IDG Hungary

TWO YEARS
Donnie Burke - InfoWorld
Ronnie McBryde - IDC U.K.

ONE YEAR
Patricia Carberry-Harris - Macworld
Dave Johnson - Macworld
Rudi Steiner - IDG Switzerland
Bob McCullough - IDC
Lyn Dartnell - IDG Media
Karen Peach - IDG Media
Alfredo Viguer - IDG Spain
Martina Reger-Völzing - IDG Germany

E-MAIL ADDRESS CHANGE

IDG's publishing partner in the Philippines, WS Publishing Co. Inc., is no longer using GE BusinessTalk for electronic mail.

The best way to reach General Manager Po Wong is via the Internet at:
powong@mozcom.com

	SIX-MONTH YEAR-TO-DATE SEPTEMBER 1995 - FEBRUARY 1996	
Top Third 1	China Computerworld	China InfoWorld
	Computerwoche (Germany)	Computerworld Danmark
	Computer Sweden	Computerworld España (Spain)
	Computerworld Hungary	InfoWorld U.S.
	Computerworld Brasil	Computerworld Mexico
Middle Third 2	Computerworld Schweiz (Switzerland)	Computerworld U.S.
	Computerworld Malaysia	Computerworld Norge (Norway)
	Computerworld Bulgaria	Computerworld New Zealand
	Computerworld Poland	CW Czech Republic
	Computerworld Monitör (Turkey)	Computerworld Hong Kong
3 Lower Third	Computerworld Argentina	Computerworld Italia (Italy)
	Computerworld Australia	Computerworld Venezuela
	Computerworld Singapore	ComputerWelt (Austria)
	Computerworld/InfoWorld Taiwan	Corporate Computing (Sweden)
	Le Monde Informatique (France)	

LEADERS OF THE PACK

China Computerworld
COMPUTERWORLD

China Computerworld logged the highest profit margin for the six-month period September 1995 to February 1996, while ***Computerworld Singapore*** reported the greatest improvement in profit margin for the same six-month period.

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

OFF LINE

Congratulations to all our enthusiastic caption contributors! Winner Tony Stagnitta will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 5.0*. The honorable mention winners will receive *IDG World Update* magnetic pens.

HONORABLE MENTIONS:

"Don't distract him! I'm trying to get our data compression ratio up to 4-to-1."

- Lee Schlesinger
Network World

"Hey Marty, I did it! I've isolated the Internet worm!"

- Po Wong
Computerworld/PC World Philippines

"Tell the CIO that when plumbing pipes are clogged you use a snake. When the information pipe is clogged, you just add bandwidth!!"

-Mark Gomes
IDC

"Relax, he'll be out of here as soon as he finishes compressing these files."

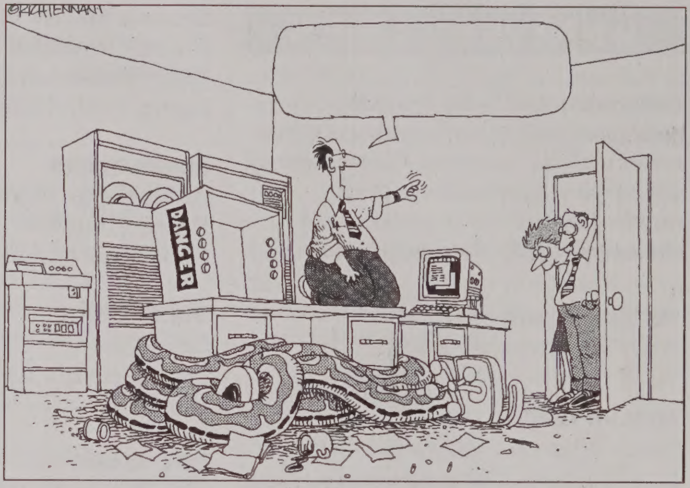
- Rick Popko
Multimedia World

"I should have known...my new computer rep had a reputation as a snake oil salesman."

- Simon Salamon
IDC/LINK

"Jumanji 5.1. Why do you ask?"

- Steve Ulfelder
Computerworld



"Hey, look what I've downloaded from the Garden of Eden Web page!"

- Tony Stagnitta
IDG Australia

"Don't worry. I'm just beta testing a new way to squeeze a little more out of our hardware."

- Kevin Hause
IDC West

"Hey, you're just in time! I could use a little help installing my new mother boa!"

- Scott Morgan
InfoWorld

RICH TENNANT'S ORIGINAL CAPTION:

"It started as a little experiment in data compression, and...well...just close the door and call the zoo!"

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 18 April 29, 1996

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Network World Marks a Decade of Publishing

NetworkWorld
10 YEARS

HEIDI CREIGHTON

NW PIONEERS CAP 10 YEARS. *Eight of the 12 employees who have been with the company since the first issue rolled of the presses help celebrate in style. (Front, left-right):* ***Mary Rinaldo****, telecom specialist;* ***Donna Pomponi,*** *senior district manager;* ***Mary Fanning****, vice president finance and operations. (Back, left-right)* ***John Dix****, editor;* ***Joan Pinsky****, director, direct response advertising;* ***John Gallant****, senior vice president/editor in chief;* ***Jim Brown****, managing editor;* ***Richard Priante****, director of circulation. Others who worked on the launch issue but are not pictured:* ***Cheryl Crivello****, assistant to editor-in-chief;* ***Ann Finn****, director of production;* ***Pam Valentinas****, director, career networking; and* ***Karen Wallace****, manager of advertising operations.*

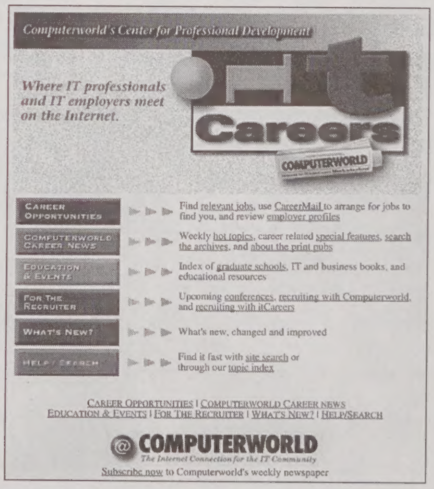
Network World kicked off its 10th anniversary celebration this month with a gala party for 700 guests at Networld+Interop — to be repeated at September's Interop — and today's special anniversary issue that celebrates a decade of networking.

Network World's debut was preceded by an IDG publication called *On Communication* in 1984, the year of the divestiture of the regional Bell operating companies in the U.S., which marked the beginning of the country's modern communications industry.

Launched in 1986, when the first workgroup networks were established enabling individuals to share docu-

• CONTINUED PAGE 4 •

CW CareerMail Provides Job Seekers with Online Alerts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THE COMPUTERWORLD PROFESSIONAL *Development Division's itCareers Web site offers a range of services for job seekers and employers.*

Computerworld has launched a unique Web-based recruitment service that offers jobs seekers and technology employers an unparalled means for finding and posting up-to-the-minute career opportunities while adding incremental revenue to its recruitment ad sales effort.

itCareers, a service of Computerworld's Professional Development Divi-

• CONTINUED PAGE 5 •

IN BRIEF

IDC Briefings Target Federal IT Executives

The second annual IDC Government Briefing Sessions received high praise from the over 80 attendees and provided the impetus for the launch of a U.S. Federal Government Internet Usage/ Requirements Study to be conducted by IDC Government Market Services.

Held last month in Falls Church, Va., and in San Francisco in conjunction with IDC's Directions '96, the briefings targeted federal IT executives and hardware and software vendors focusing on the U.S. government IT market.

At the East Coast event, **Steve LeCompte**, vice president, IDC Government Market Services, presented "Federal IT Update: Status of the New Federal Infrastructure." Among the data presented on the federal government's installed base and buying intentions was a survey of the 10 hottest products currently installed or to be purchased within the next 12 months. The top three products were ATM, Web tools and wireless.

Participation in the California session more than doubled over the previous year. LeCompte discussed the competitiveness of IT integrators, resellers and manufacturers in the government sector in his presentation "Competition Heats Up in the Federal Market."

IDC Government Research Analyst **M. Jan Morgan** presented "PC and Workstation Acquisitions in the Federal Government: The Shift is On," at both events.

IDC Government Market Services will launch its Internet Usage/Requirements Study next month.

For more information contact ***Pat Hall*** *at tel: 703-876-5038, fax: 703-876-5185 or e-mail:phall@idcresearch.com.*

CD Solutions Unwraps CD-Based Training Series

CD Solutions has introduced the first title in an interactive CD-ROM-based skills training program designed to help people cope with significant change in their organizations.

Workshop in Conflict Solutions is the first disc in the Coping with Organizational Change series. Other titles to be released later will focus on coaching and counseling, team building and general supervisory skills. The training program is aimed at human resources departments in companies, in a variety of industries, with 100 or more people.

"Many organizations are becoming flatter and more efficient. This frequently means those on board have to do more with the same or fewer resources," said CD Solutions President **Paul Earl**. "Employees are finding they need to work with others in new ways, and this requires them to enhance their people skills, which is what Coping with Organizational Change addresses."

The Workshop in Conflict Solutions disc includes more than 90 minutes of tutorials and exercises that examine sources of organizational conflict, avoidance and control/ surrender techniques, among other topics. Eight interactive exercises and 12 role plays help the user develop ways to resolve conflict, and the disc also has a glossary, bibliography and library of related Internet resources. The series is based on the work of John W. Baker, II, of BCV Associates, an authority in the human resource training field. The single user price of Workshop in Conflict Solutions is $155.

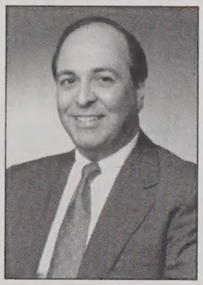
For information on IDG discounts and workstation and volume prices, contact ***Colleen Hurley****, tel: 508-879-0006; e-mail: cvhurley@aol.com.*

IDG Books Employees Honored for Support of Literacy Project

IDG WORLD UPDATE

EMPLOYEES AT IDG BOOKS WORLDWIDE'S INDIANAPOLIS *office were honored recently by the Greater Indianapolis Literacy League (GILL) for their contributions to the group's adult literacy program. Members of IDG Books' Community Service Committee have raised $1,500 to date that will be used to pay for the printing of a publication containing GILL students' poetry, essays and short stories. Among the group's fundraising activities have been bake sales, a rummage sale, a chili cook-off and an employee cookbook. The cookbook, IDG Cooks!, contains over 100 recipies contributed by IDG Books Worldwide employees, and is being sold for $5.00. Committee members, pictured at left, include (standing l-r):* ***Nate Holdread****, copy editor;* ***Anna Rohrer****, page layout technician;* ***Sherry Gomoll****, project coordinator; and* ***Bill Helling****, project editor. (Front l-r):* ***Megan Boese****, human resources specialist;* ***Tricia Reynolds****, blue line coordinator;* ***Gwenette Gaddis****, reprints editor;* ***Diana Conover****, copy editor; and* ***Pam Mourouzis****, project editor. Not pictured:* ***Tammy Castleman*** *copy editor;* ***Elizabeth Cardenas-Nelson****, assistant to reprint coordinator;* ***Kathy Cox****, project editor;* ***Joe Jansen****, copy editor; and* ***Suzanne Packer****, copy editor.*

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Could you give us an overview of IDG's current performance against plan? I've heard that we're having a tough year but not much in the way of specifics. Am I correct that IDG experienced a record year in terms of profits in FY95? What would account for the downturn?

A IDG had a very strong first quarter in FY96. Unfortunately, the second quarter, particularly within the U.S., was much slower than anticipated for many of our business units that are driven by ad pages. We ended the first half of FY96 with revenues that were $85 million ahead of prior year and $3 million behind our plan. Our operating profits were slightly ahead of prior year for the first half, but behind our plan by $5 million.

At this point in the year, it is too early to predict how we will finish the year, but I am confident that we will finish with a new record for operating income that will surpass the record that was set in FY95.

All of our business units that have experienced a slowdown in ad pages in the second quarter implemented their contingency plans, which are having the desired impact. In addition, we have started to see ad pages come back very strong in April from major customers such as IBM and Microsoft. We are also benefiting from declining paper prices in the second half of FY96, which is the exact opposite of what we experienced in FY95. As we progress through the third quarter, our business unit heads will keep you informed about our operating performance and in a future column I will update everyone on our performance for the full year.

Last summer you mentioned that, for the first time, international business units were growing their operating profits at a faster rate than were U.S. business units. Is that trend still continuing?

Our international business units are continuing to grow their operating profits at a faster rate than our U.S. business units. This is consistent with IDC's forecast of PC shipments worldwide, and I believe that this will continue to be a strong trend into the 21st century.

Several of our business units in Europe are on pace to have very strong years in 1996. Among those that have had excellent operating results in the first half are: Spain, Sweden, Germany (Computerwoche), Germany (Magazines), the Netherlands, Poland and Bulgaria. Also, our operations in China continue to grow at a very fast rate and have outstanding profit margins!

One of the company's corporate values is to keep its corporate staff lean. When quantifying the number of employees who are considered part of the corporate staff, does the company only list the two dozen or so employees at Exeter Plaza? What about all the people who work in Framingham in corporate finance, accounting, HR, etc?

This is a corporate value that allows us to invest in creating excellent products and services that meet customer demand. I believe that this is one of the secrets to our success.

The distinction that we make between One Exeter Plaza and Framingham is Corporate Support Center (CSC) and IDG Corporate. We have approximately 115 employees in Framingham, which include the following departments: accounting, credit, tax, information systems and human resources. Together these individuals, with the staff at the CSC, support our worldwide operations in more than 75 countries.

In past years we have seen a percentage breakdown of IDG's revenue as contributed by its various business activities. Could you supply that information for FY95?

For FY95 IDG's revenue breakdown was: publishing 73%, research 9%, books 8%, expositions 5%, training 3% and other 2%. IDG Books continues to grow at a very fast rate in FY96 and our exposition revenue will also grow dramatically in FY96 with the international expansion of E3 and the launch of the International Multimedia Expo and the Internet Commerce Exposition (ICE).

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

NETWORK WORLD

continued from page 1

NETWORK WORLD MIDWEST REGIONAL *sales managers* ***Bob Mitchell*** *(left),* ***Dan Gentile*** *(center) and a Data Corp. representative toast NW's 10th during its anniversary party at Interop, an event so popular there was a waiting line to get in. More than 700 guests celebrated at Steven Spielberg's restaurant, "The Dive," in Las Vegas.*

ments and expensive hardware resources such as printers and disk drives, *Network World* coincided with the rise of data networking and the appearance of the title "network manager" connoting a specific job function.

"*Network World* has evolved along with the job of networking manager," said Editor-in-Chief **John Gallant**, who began his tenure with *NW* in 1986 as managing editor. "In the beginning, the publication was oriented toward the building of the physical network infrastructure. Today, most companies have this infrastructure in place, and they're asking 'how can we use it to do our business differently?' As a result, *Network World* today has much more of a business focus."

As he reflected on the publication's history, President **Colin Ungaro** noted the growth in *NW*'s family of products. "The biggest accomplishment we've made at Network World is in building the overall Network World brand and extending it to include a full-service product offering to better serve both our constituencies: readers and advertisers."

These products include the flagship *Network World*, Technical Seminars, Network World Fusion online, NetDraw Plus software package and the Network World Unplugged and Managing Enterprise Networks shows.

"Network World's brand building has led to the publication's leadership position as the industry's No. 1 networking newsweekly," Ungaro said.

NETWORK WORLD TIMELINE

NETWORK WORLD
IBM unleashes product onslaught

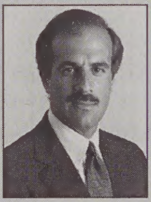
1986
- **Debuts March 24.**

1987
- **Gary Beach, now president of Computerworld, joins IDG as *Network World*'s publisher.**

GALLANT

1988
- **John Gallant promoted to editor.**

1989
- **Trademarks the term "enterprise network."**



UNGARO

1991
- **Colin Ungaro named president/ CEO.**
- **Offers electronic bulletin board system for network managers.**
- **Becomes official co-sponsor of ComNet.**

1992
- **Technical Seminars launched.**
- **NW and IDC launch annual Network World 500 Study.**
- **Releases NetDraw clip art.**

NetDraw Clip Art for Building Networks™

1995
- **Adscope reports *NW* leads networking publications with highest number of ad pages.**
- **Launch of Network World Fusion on the Internet.**

THIBEAULT

1996
- **Announces national server test center with PC World.**
- **Evilee Thibeault named publisher.**
- **Announces industry's first *IntraNet Magazine.***

Anniversary Issue Features "Top 10" Highlights

NetworkWorld
10 YEAR ANNIVERSARY ISSUE

Network World's anniversary issue featured a "Top 10" theme with articles that predict the top 10 trends, technologies and visions for the next decade in the network marketplace. The goal was to give readers information, tips and a bit of fun, as well. The highlights included:

- 10 trends and technologies that will reshape corporate networks.
- 10 best network companies to invest in.
- 10 industry experts give their visions of the future of networking.
- The 10 most important products and technologies for the next decade and the 10 that will disappear from networks.
- 10 best Web sites developed so far, and 10 sites the editors hope to see.
- 10 users' opinions on what the future holds for IS professionals.
- 10 of *Network World*'s most important stories — and the 10 most overhyped.
- 10 problems network IS professionals will have to address within the next 10 years.
- 10 major regulatory, political and technology developments vital to the ongoing health of the network industry.
- 10 technology, management and career gaffes every network IS professional should avoid.
- 10 network terms the editors hope will disappear.

IDG New Job Opportunities Update
Monday, April 29, 1996

Offices Services Assistant (CIO)
Responsibilities will include front desk and telephone coverage, mailroom management, and general office duties. Required 2-3 years of related experience, familiarity with Pitney Bow Postage machine, and a valid driver's license. Framingham, MA
Contact: Alana Jones, alana_jones@idg.com Phone: (508) 935-4315 Fax: (508) 935-4600

Assistant Managing Editor (CW)
Computerworld is looking for an assistant managing editor who will be responsible for all daily operations of the copy desk, ensuring the smooth daily production and final sign-off of all pages and guaranteeing that these pages are of top-quality editorial material. Qualifications are: experience on a large copy desk, expertise in PC Page Makeup, superb command of the English language and Computerworld's style, strong organizational and follow-through skills, the ability to work well under pressure and with many people, a willingness to be flexible, and a college degree. Framingham, MA
Contact: Ellen Fanning, ellen_fanning@cw.com Phone: (508) 820-8174 Fax: (508) 875-8931

Copy Editor (CW)
Computerworld is looking for a copy editor on our busy copy desk. Duties include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on a PC page makeup system. Sharp eye for detail and ability to work under daily deadlines required. BA degree and at least one year of copy editing experience preferred. Framingham, MA
Contact: Ellen Fanning, ellen_fanning@cw.com Phone: (508) 820-8174 Fax: (508) 875-8931

Editorial Assistant (CW)
Computerworld's editorial department is looking for an editorial assistant. Responsibilities include opening and sorting mail, good phone manner, responding to requests of research on a database, faxing, maintaining photo files and data entry. Experience in the computer industry preferred. Framingham, MA
Contact: Linda Gorgone, linda_gorgone@cw.com Phone: (508) 879-0700 Fax: (508) 875-8931

VAR Telephone Interviewer (CW)
The selected candidate will conduct telephone interviews with computer resellers. Telephone interviewing experience and strong communication skills necessary. Knowledge of the computer industry a must. Candidate must be detail-oriented, accurate, and a team player. Framingham, MA
Contact: John Carpenter, john_carpenter@cw.com Phone: (508) 879-0700 Fax: (508) 879-0184

Account Executive (CW)
CW is looking for a marketplace Account Executive. The candidate in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. 1-3 years related sales experience preferred. PC and communication skills a must. Some travel and knowledge of the computer industry required. Framingham, MA
Contact: Toni O'Connor, toni_o'connor@cw.com Phone: (508) 820-8566 Fax: (508) 879-3760

Consulting Account Manager (IDC)
This position will be responsible for prospecting, proposal generation, and closing consulting sales opportunities. We are seeking a team-oriented individual who has shown the ability to call at the executive level and has a solid understanding of research methodologies and subscription based services. At least 7 years of solution/research sales experience required with strong writing and presentation skills a must. Experience selling to West Coast vendor account base a plus. Mountain View, CA
Contact: Debbie Bernardi, dbernardi@idcresearch.com Phone: (508) 935-4361 Fax: (508) 935-4610

Conference Manager (IFTW)
Responsible for overall positioning of the conference program, recruitment, and daily contact with speakers, selecting vendors, negotiating all fees and agreements, and managing conference program on-site. Primary liaison with client and internal conference operations. Requires 4+ years experience managing and presenting high-tech educational programs and superior time management, communication, and organization skills. Knowledge of the multimedia industrypreferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Operations Manager (IFTW)
This organized team player will be responsible for all logistics and operations, including on-site vendor management, exhibitor relations, vendor contract negotiation, and move in/out. Tradeshow planning experience a strong plus, preferably within the high-tech industry. Ability to manage multiple tasks, superior time management, communication, and organizational skills essential. Knowledge of the multimedia industry preferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Tradeshow Director (IFTW)
This person will oversee and lead all aspects of a major high-tech tradeshow and conference and act as liaison between client and internal operating areas. Strategic and business planning experience, P&L management, proven project management skills, excellent client and supervisory management leadership. Relevant experience includes ad agency account management and tradeshow planning experience. Superior time management, communication and organizational skills. Knowledge of the multimedia industry preferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Marketing Manager (IFTW)
This creative individual must be both strategic and tactical. Responsibilities include direct mail and advertising campaigns, conference brochures, sales collateral, managing list acquisition and fulfillment, generating media plans, and arranging media trades. Requires a detail oriented team player with 5+ years marketing experience. Superior time management, communication, and organizational skills required. Knowledge of the multimedia industry preferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Public Relations Specialist (IFTW)
This highly organized team member will develop and evaluate all PR programs for tradeshows, ensure quality of pre-show, show, and post-show press coverage. This person will set up press hours, write press releases, and assist in writing copy for all marketing materials. Excellent writing skills and 3-5 years PR/marketing experience essential. Knowledge of the multimedia industry preferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Production Intern, GamePro (IFTW)
Must have interest/focus on graphic design and desktop publishing. Macintosh computer experience necessary. Experience in graphic programs such as Quark Express, PhotoShop, Illustrator, Freehand, Excel, Filemaker, and/or Word a plus. Candidate will be responsible for organizing and archiving art files, operating scanner, doing light design, handling and organizing printer film and assisting in all aspects of magazine production in preparing files for print. We are looking for someone who is extremely flexible, eager to learn, and organized to fit into our hectic and very demanding, yet fulfilling work environment. 10-20 hours per week. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Expo Sales Manager (IFTW)
This motivating team player will be responsible for managing the sales function, contracting new show prospects, managing client relationships, account management, and all aspects of exhibit sales experience required. Exceptional communication skills essential to success. Time management and organizational skills. Knowledge of the multimedia industry preferred. San Mateo, CA
Contact: Kelly Lynch, klynch@iftw.com Phone: (415) 286-2594 Fax: (415) 349-5279

Assistant to the Publisher (PCW)
Candidate will provide administrative and clerical tasks as determined by the Publisher of PC World. Responsibilities include office management, meeting and presentation preparation, some departmental expense tracking and extensive customer contact. Must be PC literate and have a good knowledge of Word for Windows and Excel for Windows. The ideal candidate will be highly organized and detail oriented with excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment. San Francisco, CA
Contact: Thalia Ohara, thalia_ohara@pcworld.com Phone: (415) 978-3204 Fax: (415) 974-7316

Company	Job Title	Location	Contact	Phone Number	Fax Number
IFTW	Production Intern, GamePro	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Eastern Regional Manager, GP	Hackensack, NJ	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Expo Sales Manager	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Inside Sales Executive, Expos	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFW	Test Center Inventory Controller	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Reprints Production Specialist	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
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IFW	Production Specialist	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Analyst, Enterprise and Apps. Dev Team	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Reviews Analyst, (3)	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
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IMI NV	IS Manager	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	System Administrator / Webmaster	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
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PCW	Sr. Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	Editorial Liaison	San Francisco, CA	P.Lemmons	P: (415)267-1776	F: (415)442-1891
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PCW	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Flugelman Internship	San Francisco, CA	C.Wood	P: (415) 978-3321	F: (415)974-7316
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	P: (415)974-7437	F: (415)974-7316
PCW	Market Research Analyst	San Francisco, CA	J. Ritchie	P: (415) 267-1726	F: (415) 974-7316
PCW	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
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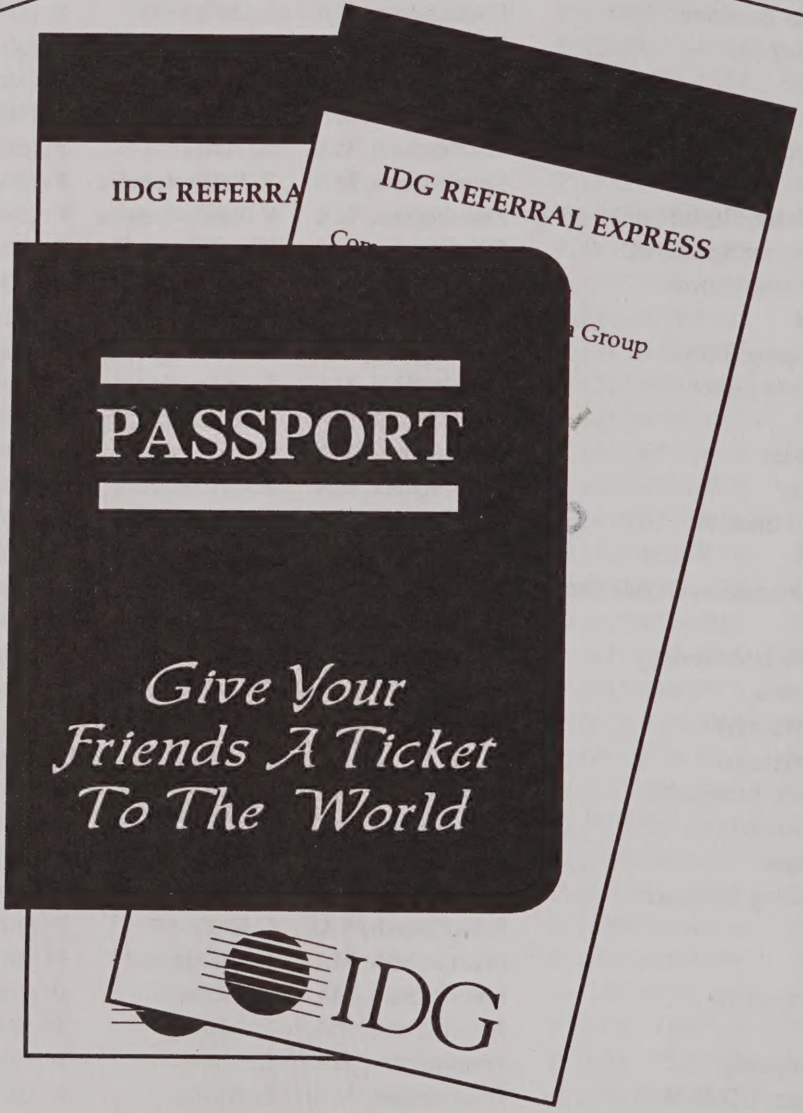
PCW/MM	Assistant to the Publisher	San Francisco, CA	G. Mason	P: (415) 978-3270	F: (415) 974-7316
PCW/MM	Fluegelman Intern	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MM	Sales Account Manager	Boston, MA	M. Taussig	P: (415)267-4560	F: (415)974-7316
Publish	Reviews Editor	San Francisco, CA	J. Widman	P: (415) 978-3294	F: (415) 975-2613
Web	Associate Editor	San Francisco, CA	M. O'Connell	P: (415) 267-1710	F: (415) 257-1732
Web	Director, Web Support Center	San Francisco, CA	B. McDonald	P: (415) 978-3395	F: (415) 267-1732

Get involved in IDG's Employee Referral Bonus Program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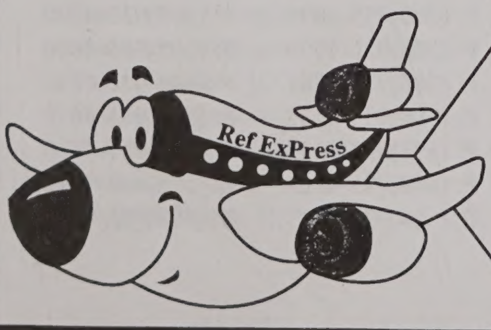
Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)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IDG WORLD UPDATE's

Local Loop

FOR SALE

- **1994 VW Jetta GLX**, VR6, $29,000. Still under warranty. Five-speed, red. Loaded with BBS rims, sunroof, a/c, ABS, dual airbags and new speed upgrades. Showroom condition. N.A.D.A. book value $18,000, but must-sell price of $15,900.
  - Jim Karalekas, Computerworld, 508-628-4844

- **1994 Honda Civic LX**. Excellent condition, service records. Black/grey, 5-speed, a/c, AM/FM cassette, power windows and locks, cruise control. Under 25,350 miles. Must sell — we just had a baby and bought a van. $11,400 or best offer.
  - Karl Koessel, PC World, 415-978-3222

- **Stacked washer and dryer unit** (gas dryer). Whirlpool 'Thin Twin' model. Medium capacity, small footprint. Excellent condition. Selling only because my current place lacks a gas hookup. $350 or best offer.
  - Ted Bowen, InfoWorld Boston bureau
  617-574-1852 or e-mail tbowen@inforworld.com.

- **Nearly new, gas-fired dryer** for sale. Whirlpool Model LGT7646D. Extra large capacity (6.3 cu. ft.) Seven cycles, including finish guard to prevent wrinkles. Full hamper door — that's right, no scrawny porthole here...serious loading, unloading and folding luxury could be yours. Auto dry (the brochure puts it best — "you choose how dry you want your clothes. A sensor takes the guesswork out of drying"). Dryer drum light — simple but powerful concept. $300.
  - Ted (508-935-4237) or Ellen (508-935-4254) Julian, IDC

- **L-shaped sectional couch.** Contemporary style. Perfect condition. Price reduced to $400!
  - Kevin Normandeau, PC World, 415-267-4578

- **Dining room table with four chairs.** Chestnut colored. Excellent condition. $325 or best offer.
  - Lori Boiardi, Computerworld, 508-460-0060

- **Rossignol skis.** 205 cm., four years old. $100.
  - Steve Cervieri, IDG Corporate Support Center, 617-534-1252

- **Berkshire timeshare.** The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. Timeshare week #27 (early July) and week #41 (mid-October) for sale, $8,000 for both weeks. Call for details on single week sale.
  - Harriet Karas, IDG, 508-872-8200

FOR RENT

- **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $535/week.
  - Valerie Sanclemente, IDG Paper Supply Co.
  (leave message at 508-877-4313)

- **Hilton Head, S.C., timeshare.** Two-bedroom, two-bath condo at the Palmetto Dunes Resort. Two-minute walk to beach and Atlantic Ocean. Tennis, golf, pool and biking on premises. Available 9/28 - 10/5. $575/week.
  - Judy Sutter, PC World, 404-233-6593

- **Luxury condo for rent.** Pick from hundreds of locations throughout the world from a huge full-color catalog. Condos sleep four privately and include all luxury amenities. Florida, Europe, Asia, the American West and much more! Last year a lucky IDGer vacationed in Cancun! Call soon for best selections and details. Only $135 a night. We must rent it again this year because vacation has a whole new meaning for us with a new baby!
  - Michael Siggins, CIO, 508-935-4458

SERVICES

Attention, writers: Spend a weekend sharpening your skills at an intensive retreat on one of Vermont's loveliest lakes. This workshop, to be held June 7-9, will focus on non-fiction freelance writing for publication. All experience levels welcome. Space is limited. Registration deadline: May 3. Cost: $200-$250, including accommodations and some meals. Brochure and details upon request.

- Anne Stuart, CIO, 508-935-4414

BIRTHS

Alexander Vincent Bourke, future Production Department employee, was born Jan. 27 to Kerry and **Valery Bourke** (IDG Books Worldwide). Alexander weighed 9 lbs., 2 oz. and was 20 3/4" long.

Send your ads in by May 22 for them to appear in the May 27 issue!

IDG WORLD UPDATE's

Local Loop

BIKE RIDER SEEKS SPONSORS FOR AIDS FUNDRAISER

I'm Owen Thomas, the Webmaster at Publish RGB, *Publish* magazine's Web site based at the 501 Second Street office in San Francisco. Like Peter Holm at *InfoWorld*, I'm also participating in the California AIDS Ride 3 in June from San Francisco to Los Angeles. I plan to take a QuickTake camera and a laptop with me as I ride, and post updates to URL http://www.publish.com/~owen/aidsride/, so people can follow me virtually as I ride down to L.A. If anyone is interested in sponsoring me, please contact me at owen@rgb.publish.com or 415-267-4515. IDG will match your contribution. Sponsors will get lovingly hand-crafted links from my ride Web page, my gratitude, and the knowledge that they've contributed to the fight against AIDS.

FRENCH STUDENT SEEKS U.S. HOST

Could you host a French student from mid-June through mid-July, either as an exchange student or in exchange for a stipend? Florian is a 16-year-old friend of my family. He's a well-behaved young man who has studied English for several years and would like to stay with an American family, preferably with other family members in the same age range. He and his mother, father and sister, who live in a small town a few hours west of Paris, would be willing to host a student in return. If interested, please send an e-mail message to milissa@koloski.com.

- Milissa Koloski, IDG Books Worldwide

COMMUNICATION MANAGEMENT OPEN HOUSE

The Simmons College Graduate Program in Communications Management (GPCM) is holding an open house for potential students on Wednesday, May 8, from 5:30 - 8:30 p.m. at the Simmons College Multimedia Center, 300 The Fenway, in Boston. The event will combine academic program information with presentations on the World Wide Web and its use by corporate communicators.

The Simmons GPCM master's degree program is geared to professionals and offers a curriculum that highlights organizational change, communications technology, multiculturalism and economic impact.

Contact information for the open house or the program is as follows: tel: 617-521-2846, fax 617-521-3199 or e-mail GPCM@vmsvax.simmons.edu. The program's Web Page is at http://www.simmons.edu/programs/grstudies/GPCM. IDG graduates of the program include Michelle Psyhogeos, Network World; Beth Freedman, IDC; and Patricia Smith, IDG World Update.

BOB METCALFE PUBLISHES NETWORK RESEARCH

IDG Vice President of Technology Bob Metcalfe has published in book form his groundbreaking Harvard Ph.D dissertation, *Packet Communication*. The public is invited to a May 14 reception at M.I.T. celebrating the publication, followed by a lecture by Metcalfe.

Metcalfe's writing contributed significantly to the TCP/IP protocol suite developed by Vint Cerf and others. In addition to the dissertation and two related technical papers, *Packet Communication* also contains a special retrospective chapter by Metcalfe on the dissertation, its influence on the Internet, and the development of Ethernet, which Metcalfe invented in 1973.

The free reception and lecture will be held May 14, 3-5 p.m., at M.I.T., Building 34, Room 101, 50 Vassar Street, Cambridge, Mass. For more information call 617-534-1215.

Packet Communication can be purchased at the reception or ordered through the publisher, Peer-to-Peer Communications, by phone (1-800-420-2677), fax (1-408-435-0895) or e-mail info@peer-to-peer.com. The book is $39.95 plus tax.

Send your ads in by May 22 for them to appear in the May 27 issue!

Please include the following in the next edition of the Local Loop:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: ____________________

Business Unit: __________ Tel: __________

Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109 Fax: 617-423-0712
or e-mail: world_update@idg.com

CAREERMAIL

continued from page 1

sion, gives the company an edge in the extremely competitive recruitment advertising business, noted **Jay Savell**, account executive and Webmaster for the site. "Using the Internet to do recruitment is growing at an unbelievable pace," Savell said, noting that during the past six months "literally hundreds of such services have sprung up."

What distinguishes Computerworld's service is CareerMail, a feature that allows technical job seekers to register with the site and store their technical skills information and receive automatic electronic mail alerts when participating employers post opportunities that match their expertise.

"The best technical talent is highly desired by employers but rarely engages in an active job search," said **John Corrigan**, vice president of CW's Professional Development Division. "CareerMail give these 'passive' job seekers a simple way to confidentially register their skills and an effortless mechanism for them to be alerted to highly relevant opportunities," he added. "It gives our readers the attractive option of keeping a sharp eye out for opportunities while avoiding any particular concerns they may have about revealing their resume to the open market."

When registering on the site, job seekers fill out a brief online profile of their skills and the type of opportunity they are looking for, Savell explained. When a candidate's qualifications match those sought by a particular employer, the candidate is sent an e-mail message alerting him/her to the position.

Registrants may also store their complete resumes on the itCareers site, allowing them to expedite the entire application process, Savell noted. To date, more than 1,300 registrants have placed their resumes on the site.

Computerworld is marketing the site and its address (http://careers.computerworld.com) with an advertising campaign in *Computerworld* newspaper and a hot link with its online service, @Computerworld, thereby ensuring the site is in full view of paid subscribers and pass-along readers, Corrigan noted.

The feedback from both job seekers and employers has been very positive. "Candidate response has been tremendous, citing direct resume-to-recruiter functionality and Computerworld Career editorial beneficial to their professional growth, and employers are extremely pleased with the quality of candidates they are able to attract through our service," Savell said.

CW'S itCAREERS WEB SITE AT A GLANCE

- **Launched: Feb. 21, 1996 (Center for Professional Development, itCareers predecessor, launched May 1995.**
- **Purpose: To provide *Computerworld*'s readers with a Web-based resource to enhance their professional development needs.**
- **Features:**
  - **Career Opportunities - Find relevant jobs, use CareerMail to arrange for jobs to find you, and review employer profiles.**
  - **Computerworld Career News - Weekly hot topics, career-related special features, search the archives, and "about the print publications."**
  - **Education and Events - Index of graduate schools, IT and business books, and educational resources.**
  - **For the Recruiter - Upcoming conferences, recruiting with Computerworld and recruiting with itCareers.**
  - **What's New - What's new, changed and improved.**
- **Address: http://careers.computerworld.com**
- **Webmaster: Jay Savell (jay_savell@cw.com)**

CW'S PROFESSIONAL DEVELOPMENT DIVISION AT A GLANCE

- **Established: Fall 1994**
- **Mission: To provide the most comprehensive portfolio of career enhancing resources to profitably promote the Computerworld brand while developing its employees professionally.**
- **Number of employees: 36**
- **Services offered: Computerworld Careers section in the newsweekly; itCareers, Campus Magazine, Best Places to Work magazine; technical recruiting conferences.**
- **For more information contact: Lisa McGrath, 800-343-6474; 508-879-0700.**

IDC U.K. ADDS SECOND OFFICE

IDC U.K. now has staff located at two offices. The divisions remaining at the 2 Bath Road address are: Commercial Systems Expertise Center (Martin Hingley); IT Forum (Margaret Bryson); IT Markets Expertise Center; Desktop Group Expertise Center (Simon Pearce); Storage Expertise Center (John Horton). The divisions located at the new Dukes Gate address are: IDC Banking and Finance Expertise Center (IDC Financial Services); Accounting; Administration/Keith Henry; U.K. Consulting; U.K. Research; Sales; IDC Telecommunications Expertise Center.

The main telephone number (44-181-995-8092) and the main fax (44-181-747-0212) will remain the same and may be used for people at either location. The departmental fax numbers will also remain unchanged.

The two addresses are:

IDC U.K.
2 Bath Road
Chiswick
London W4 1LN, England

IDC U.K.
6 Dukes Gate
Chiswick
London W4 5DX England

NOTEWORTHY

PROMOTIONS

REINSTEIN

William Reinstein, formerly vice president/business development, has been promoted to senior vice president/business development for Network World. "Bill's superior business skills and technical background will help extend the Network World product line beyond its core publishing business, further enhancing NW's unique full-service approach," said **Colin Ungaro**, president and CEO of Network World. Bill has a BS in mechanical engineering from the University of New Hampshire.

NEW EMPLOYEES

Jean Lieske is receptionist for IDG Marketing Services' San Francisco office. Jean has a BA in English literature from the University of Oregon and is pursuing an MFA in creative writing. She enjoys writing and travel.

IDG Paper Supply Co. has hired **Martin Holmes** for the newly created position of European commerical manager. Most recently Martin spent five years at Kymmene U.K. as sales manager, and prior to that was at Bridgewater Paper Co. for seven years. Martin can be reached at his office in Warwickshire, England, at telephone 44-1203-350860 and fax 44-1203-350727.

NEY

Gina Ney has joined InfoWorld Electric in San Mateo, Calif., as business development manager. No stranger to IDG, Gina first worked for *inCider*, in Peterborough, N.H. and was an account manager at Macworld until 1993 when she left to pursue an MBA at the University of California/Berkeley. Gina also has a BA in French from Mills College.

KAUFMANN

Amanda Kaufmann is a copy editor for *InfoWorld*. Previously editor for Home Planners, Inc., Amanda earned a BA in humanities/creative writing from the University of Arizona/Tucson. Outside the office Amanda enjoys painting and recently exhibited her work at two Tuscon galleries.

Sean Dugan is a research editor for *InfoWorld*. He received a BA in history from the University of California/Santa Cruz and lists astronomy, motorcycles and martial arts as some of his outside pursuits.

As a sales manager for IDG Asia, **John Maher** will be selling integrated Asia/China marketing programs, including trade shows and conferences, to IDG's top clients in Asian countries other than Japan. John has more than 15 years of sales experience in the electronics and computer industry, including stints as regional sales manager at Cahner's *Electronic Business/Electronic Business Asia* and *EDN Asia*. As a consultant last year, John helped sell trade show booths for CompuChina, an IDG China event. John can be reached at his office in Thorton, Penn., at telephone: 610-399-4988, fax 610-399-4987 or e-mail: jmaher3810-@aol.com.

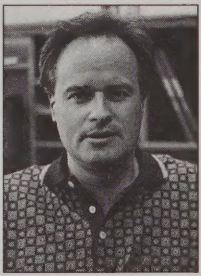
IDC welcomes **Glen Kunene** as a proofreader in the Framingham, Mass., office. A graduate of the University of Massachusetts/Amherst with a BA in journalism, Glen spends his free time playing basketball and writing fiction.

Infotainment World welcomes three new employees to its San Mateo, Calif., office. Conference Coordinator **Sarah Woodman** first came to IDG as a temporary marketing assistant at IDG Books Worldwide. In her current job, she's the primary contact for Electronic Entertainment Expo speakers and VIPs. Sarah has a BFA in media arts from the University of Arizona and spends her free time reading, exercising and basketweaving.

Account Manager **Tom O'Brien** is responsible for selling ads in the Marketplace section of *PC Games*. He was previously the direct sales manager for *Service News*, a computer support trade magazine. Tom has a degree in political science from Providence College and enjoys camping and hiking.

Intern **Kenneth Li** is assisting with the creation and maintenance of the *GamePro* Web site. He's also currently studying computer science at San Jose State University and enjoys biking and surfing the 'net.

Tom Debolkski has signed on as a graphics production specialist at IDG Books in Foster City, Calif. He has a BFA in graphic design from the University of Michigan. Outside the office, Tom is a record collector and plays bass in a musical group.


MITCHELL

Network World welcomes **Bob Mitchell** as district manager for the publication's Midwest region. Bob joins Network World from CMP Publications, where he served as district manager for *Computer Re-seller News*. He will work out of the company's Midwest sales office in Des Plaines, Ill. Bob earned a bachelor's of business degree from Western Illinois University and lives in Darien, Ill., with his wife and three children.

TRANSFERS

DAVIS

Previously creative services coordinator for IDG Books Worldwide in San Mateo, Calif. (prior to the company's move to new offices in Foster City), **Susan Davis** has joined IDC's Irvine, Calif., office as a client service manager. Davis originally joined IDG in July 1994.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Ney Kruel - IDG Brazil

THIRTEEN YEARS
Mette Lautrup - IDG Denmark
Wendie Marro - Active Media

NINE YEARS
Julio Attala - IDG Argentina
Lou Wallace - Active Media

EIGHT YEARS
Steve Auerbach - IDC

SEVEN YEARS
Basilio Rodriguez - IDG Spain
Mindy Lim - IDG Singapore
Ilona Schenkl - IDG Germany

SIX YEARS
Scott McLarnon - IDC
Ruggero Vota - IDG Italy
Martha Cardenas - IDG Mexico
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany
Frank Josef Reismann - IDG Germany

FIVE YEARS
Nilde Meregalli - IDG Italy
Raimundo Cauby Rocha - IDG Brazil
Gabriela Medina - IDG Mexico
Silvia Langford - IDG Germany

FOUR YEARS
Linda Follin - Federal Computer Week
Rosa Guerinoni - IDG Italy
Finn Geisler - IDG Denmark
York von Heimburg - IDG Germany

THREE YEARS
Dana Thorat - IDC
Corbin Collins - IDG Books Worldwide

TWO YEARS
Daniel Kusnetzky - IDC
Bill Giller - PCW
Martyne Page - PCW
Ken Ball - IDG Books Worldwide
Maria das Graças Pereira - IDG Brazil
Katharina Friedman - IDG Germany

ONE YEAR
Michelle Byda-Attahir - IDC
Karen Smalarz - IDG
Kristina Owlett - Federal Computer Week
Carolyn Welch - IDG Books Worldwide
Anne Hamilton - IDG Books Worldwide
Daniela Arthur da Costa - IDG Brazil
Suzi Cristina Costa - IDG Brazil
Maria Beatriz Figueredo - IDG Brazil
Stevie Kennedy - IDG U.K.
Andrew Maddock - IDG U.K.
Shin-ichiro Hashiguchi - IDC Japan
Nieves Santana - IDG Spain
Klaus Krabbe - IDG Denmark
Svenja Prins - IDG Germany

IDC U.K. Supports Cancer Research

***IDC U.K. GENERAL MANAGER Keith Henry** presents a check for £1,500 (approx. U.S.$2,400) to Helen Chaffey of the Imperial Cancer Research Fund. Last December the IDC U.K. staff held its first charity raffle, obtaining a range of corporate donations — from a trip to Paris to a Harrods picnic basket. Staff members contributed a minimum of £10 each to enter the drawing, and other IDG offices and IDC U.S. donated to the charity. The Imperial Fund was chosen to honor the memory of **Peter Pilkington**, an IDC U.K. employee who died of cancer last year. The charity raffle will be an annual IDC U.K. event.*

PC WORLD PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE SEPTEMBER 1995-FEBRUARY 1996

Top Third 1	**Sweden Mikrodatorn PC World Norge (Norway) PC World U.S. PC World Svenska (Sweden) PC World Australia**	**PC World España (Spain) PC World Ekspress (Norway)**
Middle Third 2	**PC Welt (Germany) Computer!Totaal (Netherlands) PC World New Zealand PC World Taiwan**	**PC World Türkiye (Turkey) PC World Japan PC World Danmark**
3 Lower Third	**PC World Komputer (Poland) PC & MacWorld Bulgaria PC & MacWorld Hungary Windows World (Sweden) PC World Hong Kong**	**PC World Czech Republic InfoPC (France) PC World Italia (Italy) PC World Brasil**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

MikroDatorn
8 bildläsare som överraskar
COMPUTER! TOTAAL
In één klap klaar
COMMUNICATIE ZONDER DRAADJE

Sweden's *Mikrodatorn* logged the highest profit margin for the six-month period September 1995 to February 1996, while *Computer!Totaal* of the Netherlands reported the greatest improvement in profit margin for the same six-month period.

CELEBRATING 10

Jeff Edman

HOME: Alamo, Calif.

JOINED IDG: November 1985 as Midwest advertising manager for *PC World* and *Macworld.*

CURRENT TITLE: VP/associate publisher for *PC World.*

MOST CHALLENGING PART OF JOB: We're facing strong price competition now. The challenge is to sell quality.

BEST PART OF JOB: Seeing our team grow professionally and winning our competitive battles.

CAREER HIGHLIGHT: Probably the stunning market share gains we made against *PC Magazine* and *PC Computing* in '94 and '95.

MOST MEMORABLE EVENT AT WORK: Merging with *Lotus Magazine* in 1993 was certainly most memorable!

DID YOU THINK YOU'D BE HERE 10 YEARS? Sure. I was at my old job for 11 years and knew that the IDG opportunity was far better than that.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? I like the focus on quality. Its people, publications and everywhere you look: quality.

INTERESTS OUTSIDE OF OFFICE: Shooting pool, lifting weights and, of course, my family.

DREAM DESTINATION: I like days off better than vacations. I travel all the time for work and enjoy just spending time with my family.

PC WORLD'S JEFF EDMAN (RIGHT) JOINS IDG CHAIRMAN ***Pat McGovern*** *for dinner in honor of his 10th anniversary with the company.*

WORDS TO LIVE BY: "That which does not kill us makes us stronger" and the Golden Rule.

MANAGER'S PROFILE: "Jeff has been a very important ingredient in the ongoing success of *PC World.* He's truly a senior partner in our business and possesses the ability to intensely focus on opportunities and competitive weakness while, at the same time, heralding the power and strength of *PC World.* Jeff is one of, if not the best, presenters I have seen in my career and is a true leader of people, both in the good times and the not-so-good times."

- ***Rich Marino**, PCW president, COO*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 44 research centers worldwide. IDG currently produces more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 26, Number 19

May 6, 1996

IDG WORLD EXPO/ASIA STAGES FIRST MACWORLD EXPO TAIWAN AND DRAWS 65,000 ATTENDEES
PAGE 2

AD BOOKING INFORMATION AVAILABLE IN NEW LOTUS NOTES DATABASE
PAGE 2

ONLINE GUEST GEBHARD OSTERWALDER DESCRIBES THE SWISS PUBLISHING MARKET
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC Government User Forum Calls for Year 2000 Action Plan

For months now, the trade press has been regaling readers with cautionary tales about the massive hangover their computers are likely to experience on the morning of Jan. 1, 2000. At issue is the date change problem. Most computer systems use the mm/dd/yy date format and will interpret the first day of the new millenium — 01/01/00 — as Jan. 1, 1900.

In an attempt to move the discussion beyond what one IDC Government analyst called, "the Chicken Little syndrome" the Falls Church, Va.-based group devoted its most recent user forum to an examination of the tools and strategies that federal agencies can begin to employ today to ensure that neither the computer systems — nor those that operate them — will be groping for the aspirin bottle as the new century dawns.

"We think people are tired of hearing that the sky is falling," said **George Haynes**, research director at IDC Government. "By giving attendees some guidance in terms of concrete steps they can take to address the massive modification projects they are facing, we were

•CONTINUED PAGE 5•

Image Survey Shows IDG Leadership, Momentum

IDG Marketing Services/U.S. has just completed a survey designed to measure U.S. customer perceptions of IDG relative to competing companies. Overall, the IDG Image Survey findings indicate that IDG is well positioned and gaining momentum in the IT media market.

Conducted in mid-March by IDG Research Services, the survey consisted of 112 telephone interviews with marketing managers and account and media executives from 69 vendors and agencies. IDG's sponsorship of the survey, and IDG Research Services' role in executing it, was not disclosed to respondents. The majority of the interviews were with national accounts — IDG's largest customers — while a smaller percentage were with smaller IDG accounts.

"The survey results are very encouraging for IDG," said **Chris McAndrews**, IMS vice president of marketing. "What customers are saying is most important to them is consistent with key elements of IDG's positioning:

•CONTINUED PAGE 5•

RESPONDENT RATING BY CRITERION AND PERCENT WHO RATED COMPANY "BEST" OF THREE

Product/Service	Extremely/Very Important	Softbank/ZD Best	CMP Best	IDG Best
Advice on Technology, Market Conditions	70.5%	16.1%	13.4%	46.4%
Customized Marketing Program Proposals	59.8%	23.2%	23.2%	22.3%
Products/Services for Int'l Marketing	52.7%	15.2%	7.1%	36.6%
Non-Media Products	50.0%	26.8%	5.4%	39.3%
Non-Print Media Products	43.8%	30.4%	15.2%	7.1%

SOURCE: IDG RESEARCH SERVICES

IN BRIEF

IDG World Expo/Asia Stages Taiwan's First MACWORLD

MACWORLD 台灣電腦展覽 '96

GARY FUNG, VICE PRESIDENT OF IDG WORLD EXPO/ASIA *(second from right), opens MACWORLD Expo/Taiwan along with (from left) Raffi Liu, chairman, Taiwan Computer Association; Ronie Huang, secretary general, China External Trade Development Council; and Robin Abrams, managing director, Apple Computer Asia.*

Judging from the rush to book exhibit space at next year's event, last month's inaugural MACWORLD Expo/Taiwan was a rousing success. The first Mac-related show held in Taiwan drew 80 exhibitors and 65,000 attendees.

IDG World Expo/Asia organized the Taipei event in cooperation with the China External Trade Development Council (CETRA). Apple Computer served as the corporate sponsor, and Motorola was the conference sponsor.

"Our ability to tap into IDG's resources and connections was a prime reason for the show's success," said Marketing Manager **Steve Lau**, who acknowledged the tremendous support from IDG Taiwan and the company's three publications (*Macworld*, *PC World* and *Computerworld*). "We also had a strong partner in CETRA."

Lau and Associate Director/IDG Asia **Gary Fung** also praised the contributions of their "fun-loving, dedicated and caring team members": **Benjamin Chan**, sales manager; **Rita Chen**, operations officer; **Culsin Lee**, assistant project executive and **Pinky Li**, secretary.

MACWORLD Expo/Taiwan '97 is scheduled for May 24-28 at the World Trade Center in Taipei. For more information contact Steve Lau at tel: 852-25279338; fax: 852-25299956; e-mail: s.lau@idg.geis.com.

Information for Ad Bookings Now in Lotus Notes Database

The IDG Global Communications team has announced a new addition to its IDGComm lineup: IDG Publications.

This database, designed by IDG Marketing Services/Europe, provides all of the information required to book advertising space in any IDG magazine around the world. For example, the current rate card for each publication is listed, as are the on-sale dates and mechanical specifications. Also included are imminent publication launch announcements and name changes.

GLOBAL COMMUNICATIONS UPDATE

The content is updated daily by IMS/Europe. Although this database will mostly be of use to offices placing ads from more than one country, it is in the interest of all publishers to check that the information about their publications is accurate. It is only with the active participation of each publisher that this database can maintain the highest level of data integrity and remain a valuable and accurate source of information for all IDG employees.

This database is open to all employees. Please contact your IS department for access.

Please forward all questions regarding IDGComm to globalcomm@idg.com. For questions about the content of IDG Publications, including any changes and/or discrepancies, please contact **Emma Morant** directly via e-mail: emma_morant@idg.com.

IDG's Bob Metcalfe Publishes *Packet Communication*

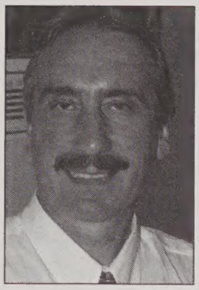
IDG Vice President of Technology **Bob Metcalfe** has published in book form his groundbreaking Harvard Ph.D dissertation, *Packet Communication*.

Metcalfe's writing contributed significantly to the TCP/IP protocol suite developed by Vint Cerf and others. In addition to the dissertation and two related technical papers, *Packet Communication* contains a retrospective chapter on the dissertation, its influence on the Internet, and the development of Ethernet, which Metcalfe invented.

Metcalfe's dissertation is a mathematical exposition of the fundamental packet switching techniques employed by both TCP/IP and Ethernet. It would be of interest to technologists as well as computer and electrical engineering history aficionados.

Packet Communication costs $39.95 and is available from the publisher, Peer-to-Peer Communications, by phone (in the U.S.: 800-420-2677, outside the U.S.: 606-282-5704), fax (408-435-0895) or e-mail: info@peer-to-peer.com.

ON LINE



GEBHARD OSTERWALDER

The general manager of IDG Switzerland is this week's guest columnist.

IDG SWITZERLAND AT-A-GLANCE

- **Location: Zurich**
- **Established: 1985**
- **Products: *Computerworld* (for the business market); *PCtip* (for the consumer market) — a bimonthly insert in *Tages-Anzeiger*, the leading Swiss daily; and *Macworld* (for the Apple market). These three titles reach a total of 417,000 readers. The PCtip online service is used by about 4,000 consumers and Macworld Online has 2,000 users.**
- **Number of employees: 33, of whom 23 work in the editorial department. This reader-driven policy allows us to ask the highest prices both in terms of circulation and ad revenues. Our publications are the most expensive titles worldwide. (Swiss people are used to high prices anyway!)**
- **Office philosophy: We know only one boss: the reader. And we know only one rule: make readers happy. Then you make advertisers happy, then you make Gebhard happy!**

Our other motto you could call "be successfully lazy!" (I learned this from York von Heimburg at IDG Magazines in Germany.) This means: focus on strategic products, outsource all activities that do not have to be done inhouse, and avoid unattractive side businesses.

Q Could you describe Switzerland's IT publishing market and IDG Switzerland's role in it?

A Switzerland is a funny country. On one hand, we are very small with only 7 million people, 1.8 million cows and 1.7 million PCs. On the other hand, we have some really big players in the international market like Nestlé, which is the worldwide leader in food, coffee and chocolate; and Novartis, a newly merged company valued at US$63.7 billion, which is No. 2 in the worldwide chemical market. And, there are our famous banks, such as the Union Bank of Switzerland, which is Unisys' major client.

In Europe we have 1,300 daily newspapers, and 244 are published in Switzerland. Imagine New York City with 244 daily newspapers! You see, I have quite the competition here! Nevertheless Computerworld has become No. 1 in ad pages, finally beating our old enemy *Neue Zuercher Zeitung,* which is *The Wall Street Journal* of Switzerland. Also *PCtip* and *Macworld* are No. 1 in their markets.

The Swiss IT market is No. 6 in Europe with a value of US$8 billion. Unfortunately the market is not growing. In the past three quarters our economy has had a negative growth, mainly because of the strong Swiss franc. In the past 10 years the dollar has lost 55% of its value against the Swiss franc. This is not so easy for our export and tourism industry. IT sales have been flat since 1994, both in the business and consumer markets. Overall IBM and HP are the main players; Compaq is No. 1 in the PC market. Apple used to be very strong, but its market share is down from 12% in 1992 to 8% in 1995. The software market is dominated by Microsoft and SAP.

What new projects are you planning?

Beside the Internet I don't see any new technology that could drive the market and that would be worth creating a new product around. All these *Netscape Worlds* and *Internet Worlds* and *Java Worlds* do not make much sense for my small market. Bengt Marnfeldt at IDG Sweden is about to launch a telecom title in cooperation with a telecom company. As this is also an emerging market in Switzerland, maybe we could launch something similar, but not before the year 2000. We have decided to invest only in electronic services such as online or CDs. We found that 62% of *Computerworld* readers are connected to the Internet and 30% would like to have a daily news service on the Internet and would even pay for it. So, Computerworld Daily is our next project.

Does IDG Switzerland organize any special events?

The only event we organize is our famous champagne party for clients, which we hold every year in September at the Orbit Computer Show in Basel. We don't organize any expos or seminars because the market for both is totally down. IDC Switzerland had to cancel all its seminars and briefing session for '96, and, in the past four years five computer shows have closed. The conferences we ran years ago made very little money for a lot of work.

What's your company's most recent accomplishment?

Times are hard and markets are down, so there is no special highlight for the moment. Yes, maybe our new Macworld homepage, which looks great, but we don't (yet) make money out of it. Take a look at http://www.macworld.ch.

What are the biggest challenges your office faces?

The biggest challenge is to grow our company from US$8 million to US$14 million by the year 2000. I am very confident about the reader market, which is very stable. Our number of subscribers and newsstand buyers is growing constantly from year to year. The big worry is the ad market, which is extremely volatile and hard to predict. The best thing we can do is to keep up the good editorial work, improve our marketing and fight for more market share.

Key Findings from the IDG Image Survey

INDUSTRY LEADER IN PROVIDING MEDIA VEHICLES

Respondents were asked to name, unaided, the company they considered to be the leader in providing media vehicles for targeting IT customers and prospects. As expected, this open-ended question generated a range of responses, from Cahners to Time Warner to Dow Jones to CNN. However, the top three computer publishers — IDG, Softbank/Ziff-Davis, and CMP — received the most "first mentions." Twenty-six percent of respondents cited IDG as the leading IT media company, vs. 17% for Softbank/Ziff-Davis and 7% for CMP.

OVERALL IMPORTANCE TO MARKETING EFFORTS

The survey asked whether each of the three leading IT media companies had increased or decreased in importance to the respondents' marketing efforts during the past 12 months. Roughly half of those surveyed indicated in each case that there had been no change. However, among those who did say that the companies were playing either a larger or smaller role in their business, there were dramatic differences between IDG and its closest competitors. For both Softbank/Ziff-Davis and CMP, about one-third of respondents said the company had increased in importance, while close to 15% said these companies were playing a diminished role. By contrast, more than 40% of respondents said IDG had become more important over the past year, while only 4% said the opposite.

BEST JOB IN PROVIDING SPECIFIC PRODUCTS/SERVICES

Respondents were asked which of the three top companies did the best job in providing products and services in five specific areas: advice on how changing technology and market conditions affect their business; customized marketing program proposals; products/services for reaching international markets; non-media products (e.g., trade shows, market research) and non-print media products (e.g., online, television). As the chart on page 1 indicates, IDG did very well along those criteria that customers consider most important. IDG's advantage is clear for providing market advice, offering opportunities for global marketing, and having a strong package of non-media products. IDG scored well among large accounts for customized marketing programs and was in a statistical tie overall with Softbank/Ziff-Davis and CMP in this category. Where perceptions of IDG lagged behind — non-print media — customers tended to assign less importance.

IMAGE SURVEY

continued from page 1

that IDG is a uniquely knowledgeable, global partner for IT marketers and media professionals. And how customers rank IDG relative to competitors indicates their belief that IDG is delivering on this positioning."

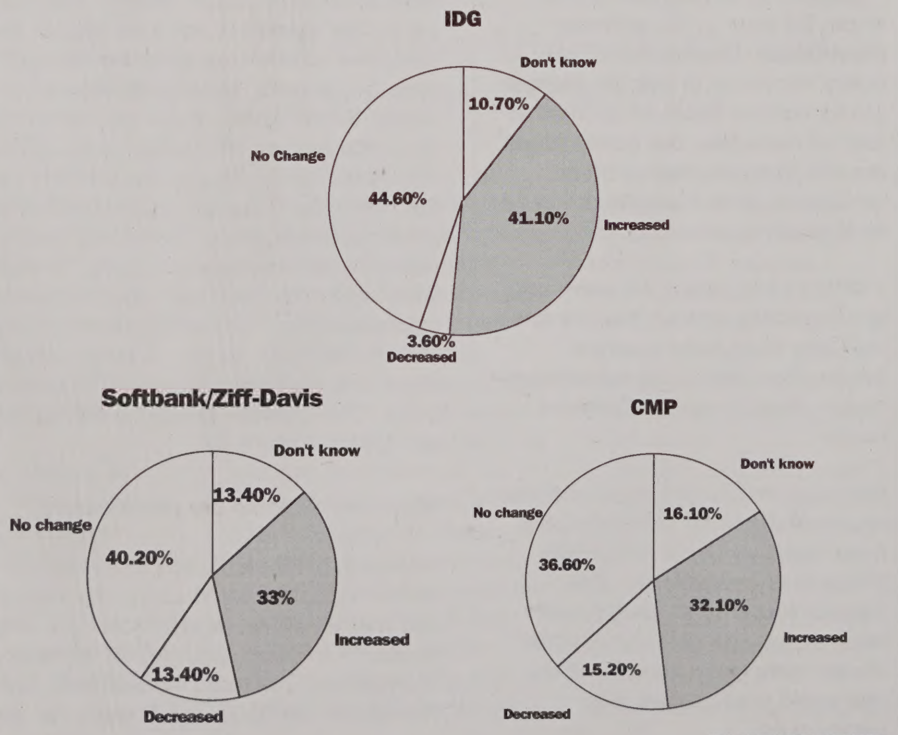
IMS President **Peter Horan** added, "The survey results line up well with what we are hearing directly from customers every day. While there clearly is the need to reinforce IDG's strengths and address those areas where we did not fare as well, IDG business units can take a lot of pride in the overall finding of IDG leadership and momentum in the market."

Although similar image surveys have been conducted previously, most recently in 1994, changes in market conditions dictated a somewhat different approach to the research this year. The 1996 IDG Image Survey will serve as a benchmark against which future studies can be measured.

For more information contact Chris McAndrews at tel: 415-676-3026 or e-mail: chris_mcandrews@idg.com.

IDG HAS MOMENTUM

Has company increased or decreased in overall importance to your marketing efforts in the past 12 months?



IDG RESEARCH SERVICES

IDG New Job Opportunities Update
Monday, May 6, 1996

Senior Technical Analyst (FCW)
FCW's Test Center is looking for a hard-working, highly motivated individual to work on product comparisons and individual product reviews. The successful candidate must manage multiple ongoing tasks and meet deadlines. Must have a wide range of knowledge regarding computer hardware, software, and networking. Experience with Novell NetWare 3.X and 4.X, Windows NT Server, Lotus Notes, Microsoft Exchange, and Novell GroupWise preferred. Knowledge of networking infrastructure hardware and topologies a plus. Some programming or scripting skills and benchmark or test development experience as well as strong writing skills preferred.
Contact: Carolyn Marsan Phone: 703-876-5123 Fax: 703-876-5126 Email: cdm@fcw.com

Internship - Collaborative Computing (IDC)
This individual will be responsible for coordinating and writing primary research in the areas of collaborative computing including such segments as: document management, groupware, and group calendaring and scheduling. Specific products included in research: Lotus Notes, Novell GroupWise, and Microsoft Exchange. Excellent writing and communication skills are required. Strong marketing research skills and familiarity and a strong interest in the information technology industry a plus. Solid command of PC computing skills required.
Contact: Elizabeth Martin Phone: 508-935-4649 Fax: 508-935-4610 Email: emartin@idcresearch.com

Internship - Personal Systems Group (IDC)
The Personal Systems Group at IDC is looking for an intern for a position as a floater supporting all analysts and administrative staff. Duties would include: administrative support in doing mailings, filing, and copying. Will support the Analysts in conducting telephone interviews and library research, and writing newsletters. Candidate must be a mature person who can interface with a group..."different boss/different job everyday." Candidates need to know how to use a PC or Mac; Word and Excel experience preferred. This is a full time position for the summer and part time position for the fall (20 hours).
Contact: Elizabeth Martin Phone: 508-935-4649 Fax: 508-935-4610 Email: emartin@idcresearch.com

Internship - Open Access Service (IDC)
The individual in this position will be responsible for conducting primary and secondary market research in the IDC library and/or through discussion with IDC Analysts and industry contacts. This is a 20 hour position with a flexible schedule. The candidate should be highly motivated with the ability to work independently, possess computer industry knowledge, good interpersonal and writing skills, and be familiar with Windows/Microsoft products. Past research experience a plus.
Contact: Elizabeth Martin Phone: 508-935-4649 Fax: 508-935-4610 Email: emartin@idcresearch.com

Administrative Assistant - Temporary (IDC)
IDC's Consulting Sales Group, Eastern Region, is looking for temporary sales support. This 25 hour position will begin July 1, 1996 and last until November 30, 1996. The individual will support the day to day operational needs for all aspects of sales activities. The selected candidate will also assist the Marketing Manager with marketing events, direct mail campaigns, and database maintenance. There will also be general support needed for the Consulting Production Manager. Candidate must be a team player, detail oriented, able to juggle multiple tasks, and have the ability to work under demanding deadlines. Macintosh experience necessary, including familiarity with Word, Excel, Powerpoint or Persuasion, Filemaker, and Lotus Notes.
Contact: Elizabeth Martin Phone: 508-935-4649 Fax: 508-935-4610 Email: emartin@idcresearch.com

Director, Personal Systems and New Media Consulting (IDC/LINK)
IDC/LINK is seeking a project manager for custom consulting projects covering New Media (consumer, SOHO, small business, K-12 computing, electronic entertainment, and interactive multimedia). The projects include market and competitive analysis, market sizing and forecasting, product and technology assessments, user requirements, business and market plan development, entry and growth strategies. Skills and experience required include: strong project management skills, computer or consumer electronics industry analyst and/or market consulting experience, multivariate statistics training, MBA preferred, entrepreneurial, high sense of responsibility.
Contact: Dana Miller Phone: 508-935-4133 Fax: 508-935-4610 Email: dmiller@idcresearch.com

Information Services Database Administrator (IDG)
Responsibilities for this position will include maintenance of all financial database systems located at the Framingham office. The ideal candidate will be a self-motivated college graduate with two to five years of experience administrating ORACLE databases, a solid understanding of relational concepts, and experience in Data Warehousing and Decision Support. Experience with COGNOS tools, Borland Interbase, Microsoft SQL Server a plus. Excellent interpersonal and communication skills are required.
Contact: Michele Koethe Phone: 508-935-4531 Fax: 508-935-4600 Email: michele_koethe@idg.com

Programmer Analyst (IDG)
The ideal candidate for this position will have a college degree and some programming experience. The individual will be responsible for maintaining corporate financial systems in a 4GL VAX environment. Excellent communication skills are required. PC experience preferred.
Contact: Michele Koethe Phone: 508-935-4531 Fax: 508-935-4600 Email: michele_koethe@idg.com

Graphics and Production Specialist (IDG Books)
The Graphics Production Specialist will merge prepared text and graphics into complete pages according to the editorial and production guidelines, assist in design or redesign of new and existing books, convert graphics, and compile indexes and table of contents. Requires 2-3 years Electronic Desktop publishing experience. Must have knowledge of QuarkXpress, PageMaker, Adobe Photoshop, Adobe Illustrator, and Microsoft Word in the Apple Macintosh environment.
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

Executive Assistant to the COO (IDG Books)
The individual in this position will be responsible for scheduling appointments, handling travel plans and setting up meetings. General administrative support - filing, faxing, photocopying, word processing, creating spreadsheets, answering calls, handling correspondence, keeping confidential documents, etc.) is involved. At least 3 years corporate experience required. Candidate must also possess strong communication, organization, and interpersonal skills and must have computer experience (MS Word, Excel, Powerpoint - PC and/or Macintosh).
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

Administrative Assistant to the Finance Department (IDG Books)
Primary responsibilities are to manage both the departmental and the controller's daily calendar, prepare board meeting overheads, cover the controller's telephone, set up meetings, and arrange travel plans. Additional duties include performing light spreadsheet analysis and providing administrative support to the Finance Department staff. High school diploma is required. Minimum of two years administrative assistant experience is also required. The ideal candidate should possess good organization/communication skills. Knowledge of Powerpoint, Excel, Dbase IV in a PC environment preferred.
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

Receptionist (IDG Books)
This position is a part time position (28.5 hours/week, morning shift). The PT receptionist will greet visitors, handle telephone calls, distribute faxes, coordinate courier service pick up, schedule conference rooms, and perform other miscellaneous duties. 1-2 years experience as a receptionist with multi-line phone systems is required. Excellent communication and interpersonal skills are required.
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

Systems Analyst (IDG Books)
This individual will support users of the order processing/warehouse system, prioritize requests of existing order processing/warehouse system, analyzing, designing, documenting, and implementing modifications and enhancements to the existing system. Five to seven years experience in analysis and Programming (in Basic) is required. Four years GL experience and relational database experience is also required. UNIX experience (RS 6000) preferred. Should have excellent communication, analytical, and team leadership skills.
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

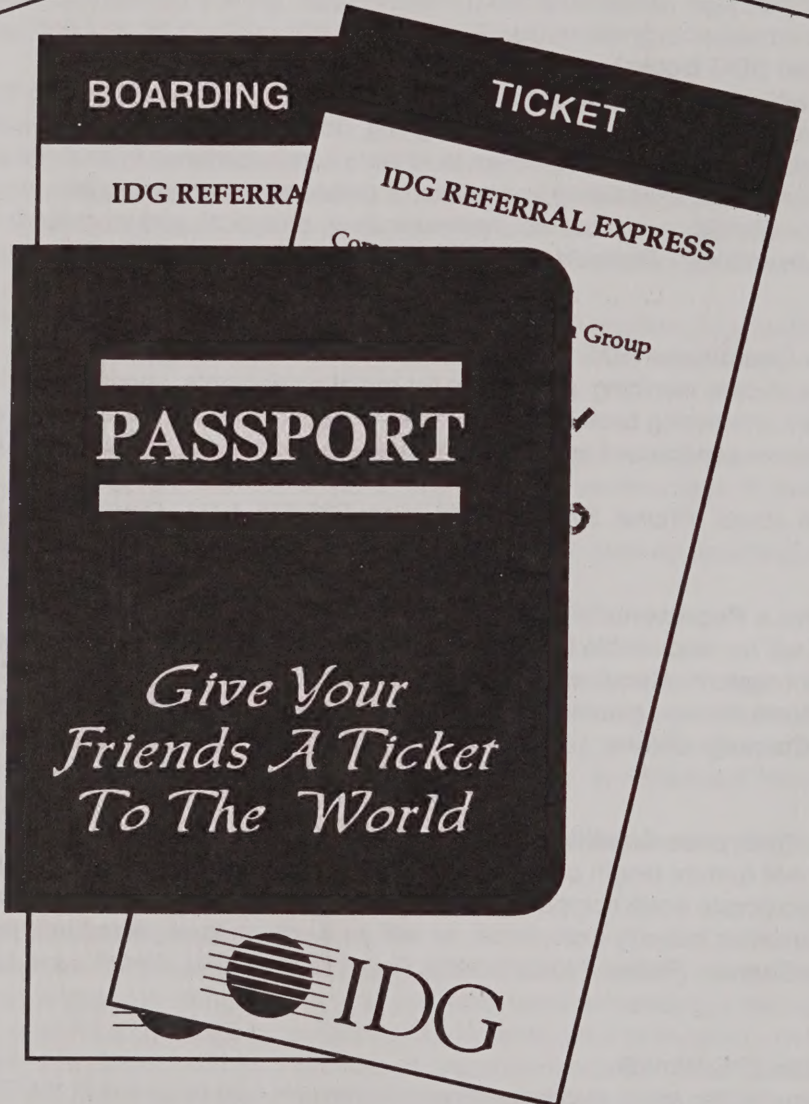
Administrative Coordinator (IDG List Services)
Responsibilities include invoicing, processing list rental agreements, updating information, assisting sales staff, data entry, order processing back-up, and general administrative duties. Ideal candidate will be detail oriented with great customer service and organizational skills. Knowledge of the list business, computers, and publishing a plus.
Contact: Alana Jones Phone: 508-935-4315 Fax: 508-935-4600 Email: alana_jones@idg.com

Customer Service Representative (IDG Newsletters)
This individual will be responsible for data entry, telephone customer service and telephone sales for PC-based in-house fulfillment system. Requires excellent telephone skills, data entry skills, and excellent problem solving skills. Circulation fulfillment experience in a fast paced, multi-product company is preferred.
Contact: Lori Connolly Phone: 508-935-4791 Fax: 508-935-4600 Email: lori_connolly@idg.com

Senior Editor, Enterprise Solutions Team (InfoWorld)
The editor will edit feature length product comparisons. Top notch writing and editing skills and thorough knowledge of corporate scale computing solutions are a must. The position requires a journalism background with 2 to 5 years computer industry experience, as well as a proven track record as a team player.
Contact: Sara Barnes Phone: 415-525-3464 Fax: 415-312-0668 Email: sara_barnes@infoworld.com

Executive Editor (PC World)
Areas of responsibilities are to supervise news and new product coverage in the Top of the News and New Products sections, manage news staff in the San Francisco and Boston offices, meet regularly with vendors for news coverage and ensure cordial, professional relations with the PC industry contacts. Excellent organizational, management, and communication skills required. A bachelor's degree in English, journalism or equivalent with a minimum of 5 years editorial management experience are necessary.
Contact: Cathy Baskin Phone: 415-267-1739 Fax: 415-442-1891 Email: cathy_baskin@pcworld.com

Get involved in IDG's Employee Referral Bonus Program


BOARDING
IDG REFERRA
TICKET
IDG REFERRAL EXPRESS
Com
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG

Ref ExPress

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

IDC GOVERNMENT

continued from page 1

hoping to help break the 'analysis paralysis' that seems to be setting in."

Obviously, the group hit a nerve. The forum, Year 2000: Call to Action, attracted both a record number of attendees as well as outside sponsorship — a first for the monthly client briefing sessions, which are a regular part of IDCG's client deliverables.

The full-day program drew 101 attendees from government and industry sectors and was co-sponsored by the powerful Arlington, Va.-based Information Technology Association of America (ITAA). In addition, 13 vendors, which provide a range of Year 2000 tools and services, signed on as co-sponsors and exhibited their products in a mini-trade show forum following the formal presentations and panel discussion.

In addition to Haynes, who discussed approaches to address the changes that must be made to computer systems for the year 2000, the forum also featured action-oriented presentations from Ron Petrie of Avatar Solutions and Dale Vecchio of VIASOFT.

"This forum really took on a life of its own," noted **Linda Sener**, IDCG client services manager and organizer of the event. "Typically, our monthly forums will attract 30 to 35 clients and we've never had sponsors before. But this is a hot topic, and people jumped at the chance to be a part of it."

According to Sener, the 13 co-sponsors, which each paid $1,500 to participate, helped turn the forum into a money-making proposition for the first time. "The feedback we've had from attendees as well as the sponsors has been excellent," Sener noted. "We think we may have set a new precedent for future self-funding events." 🖳

IDC GOVERNMENT

IDC'S MOST RECENT USER FORUM, WHICH FOCUSED ON STRATEGIES FOR TACKLING *the Year 2000 problem, attracted three times the normal attendance of the monthly sessions, according to* ***Linda Sener****, IDC Government client services manager and organizer of the forum. Standing with Linda is IDCG Research Director* ***George Haynes****, who was one of three speakers at the forum.*

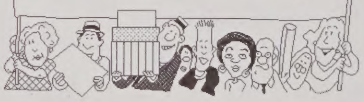
YEAR 2000: WHAT'S THE BIG DEAL ANYWAY?

By Jan. 1, 2000, more than 90% of all computer systems will experience date-related problems, according to IDC Government Research Director George Haynes. The reason? 12/31/99 plus one day does not, in the majority of computer systems, equal 1/1/2000. More typically, Haynes says, most computers have been programmed using the mm/dd/yy format, and they simply assume the two numbers in front of the yy entry to be 19. Therefore, the computer will interpret the day after Dec. 31, 1999 as Jan. 1, 1900.

If all the computer did with the date was extract and display it, the problem would not be serious and would be easy to fix. However, most applications use dates for comparisons or to manipulate data. For example:

- On Dec. 1, 1999 you turn 65 years old. You submit your application to begin collecting Social Security benefits on Jan. 10, 2000. The computer is programmed to verify your age by subtracting your birth date from today's date. If the computer thinks it is Jan. 10, 1900, your age will be calculated as a negative number, and benefits might be hard to collect.
- Your driver's license shows an expiration date of 5/12/00. You present it for identification when writing a check to a merchant, who enters your identification information into a check authorization system. Your check is denied because the system thinks your license expired decades ago.

Last Call for U.S. Editors Meeting



The IDG U.S. Editors Meeting will be held in Boston, July 14-16. Hotel and agenda information is on its way to all U.S. editors. The registration deadline is June 1.

If you have any questions or need additional information, contact **John Gallant**, editor-in-chief, *Network World*, or **Cheryl Crivello**, assistant to the editor, at tel: 508-875-6400 or via the Internet at: ccrivell@nww.com.

NOTEWORTHY

NEW EMPLOYEES

Previously regional sales manager for *Datamation*, **Jeffrey Melnick** has joined CIO Communications as sales product champion. Jeffrey, who will be based in Framingham, will be responsible for U.S. sales for *WebMaster* magazine. He has a B.S. in sociology.

IDG WORLD UPDATE

GIRARD

A graduate of Northeastern University with a B.A. in journalism, **Kim Girard** has joined *Computerworld* as a reporter covering the telecommunications beat.

Robert Vanglo is an editor for *PC World Danmark*. Robert will cover product and industry news and reviews. Prior to joining *PCW*, Robert was editor-in-chief at *PC Professional*, a Danish games magazine. He has a degree in business economics.

IDG WORLD UPDATE

LAUZE

IDG welcomes **Lisa Lauze** as a bookeeper in the Framingham office. Most recently an executive assistant for Northeast Ltd., Lisa enjoys spending her free time with her family and her dog Joseph.

IDG WORLD UPDATE

ABBOTT

Melinda Abbott has signed on as a payroll administrator in the IDG Human Resources Department. Before joining IDG, Melinda was a staff accountant for the Cadmus Group. She pursued business and liberal arts at Northeastern University and enjoys golf.

TRANSFERS

Chris Uiterwijk, formerly inventory control specialist for InfoWorld, has joined Macworld as a technical analyst. Chris has an associate's degree in liberal arts from De Anza College and is currently pursuing a degree in journalism from San Francisco State University.

Previously development editor for the IDG Books Computer Publishing Group, **Clare Mansfield** has joined *Network World* as assistant managing editor. Clare earned a B.A. in English from the University of Maine and will work in *NW*'s Framingham headquarters. Clare enjoys hikes with her dog.

Infotainment World has hired **Debbie Burnett** as northwest regional manager for *PC Games*. Debbie is an IDG veteran who started in ad sales at *Macworld* and was most recently an account manager at *Multimedia World*. She received a B.A. in psychology from Scripps College and enjoys karate and aerobics.

E-MAIL CHANGE FOR IDC JAPAN

IDC Japan's staff has new Internet mail addresses. The original domain name, idcj.co.jp, has been changed to idg.co.jp.

For example, Chitose Nii's Internet mail address is now nii@idg.co.jp. Mail to IDC Japan staff should be sent via Internet rather than BusinessTalk from now on.

CW BESTOWS BEST PLACE TO WORK HONORS UPON COMPUTER ASSOCIATES

RANK AND SMILE. Computerworld Publishing President Gary J. Beach looks on as Mid-Atlantic Regional Manager Marty Finn presents Computer Associates CEO Charles Wang with a plaque in recognition of his company's ranking in *CW*'s annual *Best Places to Work in IS* magazine. The magazine ranks 100 U.S. companies that provide the best work environments for IS professionals. Among the criteria upon which companies are judged are: access to the latest technology, training, ability to demonstrate a sense of mission to employees, competitive salaries and benefits packages and peer acknowledgement. The presentation took place at CA's Islandia, N.Y., headquarters.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Christian Mahler - IDG Germany

FOURTEEN YEARS
Gail Odeneal - Computerworld

TWELVE YEARS
Stewart Alsop - InfoWorld

TEN YEARS
Merv Langby - IDC Australia
Pat Kenealy - PC World
Agnès Jouhannel - IDG France

NINE YEARS
Dorothy Pratt - IDC Australia

EIGHT YEARS
Joan Kelly - InfoWorld
Judy Schultz - Computerworld
Barbara Adamson - PC World

SEVEN YEARS
Brian Clarke - IDC
Jode Naze - Computerworld
Joyce Chutchian-Ferranti - Computerworld
Paul Fitzgibbon - PC World
Rhea Stafford - IDG Central Services

SIX YEARS
Carolyn Chown - IDC Australia
Jan Davis - InfoWorld
Carla Neumann - InfoWorld
Margaret McAvenia - IDG
Caroline Robertson - IDC

FIVE YEARS
Paula Demeo - IDG
Thierry Pigot - IDG France
Marc Mikulich - IDG Books
Mandie Johnson - IDG Media
Sandrine Garcia - IDG France

FOUR YEARS
Lisa Tanner - Computerworld
John Blair - IDC Australia
Barbara Ruffner - InfoWorld
Heather Hudson - IDG New Zealand

THREE YEARS
Karine Paoli - IDC France
Michael Ault - IDC
Carol Fountain - InfoWorld
Dennis Sheridan - PC World
Paul Devine - Macworld
Gerald Wee - IDG Singapore

TWO YEARS
Julia King - Computerworld
Carol Mullen - Computerworld
Christine Power - IDC Australia
Mark Evans - IDG New Zealand
Caroline Fisk - IDG New Zealand
Jeff Sharpley - InfoWorld
James Battey - InfoWorld
Shannon Dempsey - Computerworld
Adam Block - PC World
Myles McLaughlin - IDG
Jamie Maroney - IDG Books
Trena Kikendall - IDG Books
Rhonda Veloni - IDC

ONE YEAR
Margaret Blodgett - Computerworld
Michael Whitehouse - Computerworld
Wolfgang Boehler - IDG Switzerland
Urs Flueckiger - IDG Switzerland
Michael Beston - IDC Australia
Zeynep Inci - IDG Turkey
Michelle Murdock - InfoWorld
Gay Bolduc - Computerworld
Lisa Radler - PC World
Julian Weatherby - PC World
Ron Milton - Internet Commerce Expo
Robert Springer - IDG Books
Antonio Olmedo - IDG Spain
Tatiana Engurasoff - IDC

WE WANT YOUR INPUT!

If you have comments, suggestions, or story ideas, please contact the *IDG World Update* editors at world_update@idg.com.

MACWORLD PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE SEPTEMBER 1995-FEBRUARY 1996

Top Third 1	**Macworld U.S.** **Australian Macworld** **Macworld Sweden**	**Macworld Japan** **Macwelt (Germany)**
2 Middle Third	**Macworld U.K.** **Macworld España (Spain)** **Macworld Netherlands**	**Macworld Norge (Norway)** **Macworld Schweiz (Switzerland)**
3 Lower Third	**Macworld Italia (Italy)** **Macworld Türkiye (Turkey)** **Macworld Danmark (Denmark)**	**Golden (France)** **Macworld Mexico**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

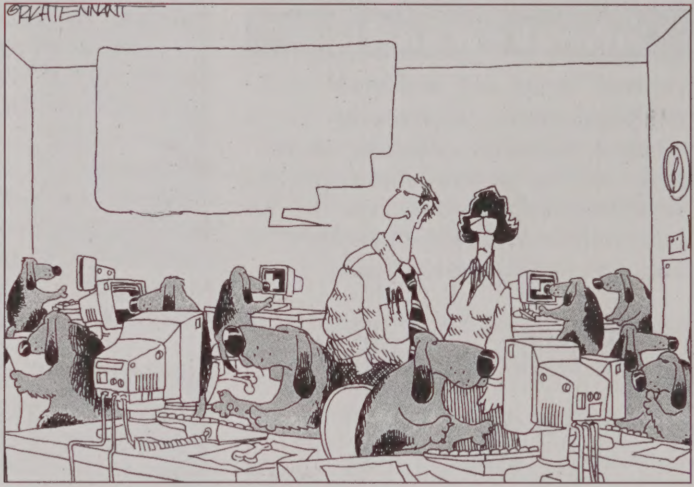
Macworld
Internet Essentials

***Macworld* U.S. logged the highest profit margin for the six-month period September 1995 to February 1996, while *Macworld Japan* reported the greatest improvement in profit margin for the same six-month period.**

OFF LINE

WIN A COPY OF RICH TENNANT'S LATEST TITLE!

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 4.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* magnetic pen.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 44 research centers worldwide. IDG currently produces more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 20 May 13, 1996

MACWORLD EDITORS INFLUENCE NEW AUDIENCE VIA TELEVISION AND GENERAL PRESS
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ONLINE GUEST: MANAGING DIRECTOR YORK VON HEIMBURG, IDG MAGAZINES GERMANY
PAGE 3

BRAZILIAN LICENSEE JUMPS PRINT RUN FOR NEWLY LAUNCHED PC PLAYER BY 30,000
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

FCW's Federal 100 Awards Honor Achievement, Net Profit

In its seventh year, the Fed 100 has earned a prominent place in the U.S. government IT industry and turned its first profit

The seventh annual Federal 100 black-tie dinner and awards ceremony, held last month in Washington, D.C., proved bountiful for FCW Government Technology Group, which reaped the harvest of a seed planted in 1989. Registering a $43,000 profit, up from a slight loss last year, the event has earned a respected position in the federal IT industry.

The Federal 100 Awards honor 100 U.S. government officials and industry executives for significant contributions to the management, acquisition or improvement in the use of information technology by the federal government. *FCW's* readers nominate potential award winners and an independent panel of judges selects the finalists.

While *FCW* doubled its sponsorship revenues last year over 1994, the event as a whole was not profitable. The introduction of a new level of sponsorship — Executive Circle Sponsors — paved the way for the first profitable Federal 100 in the event's history.

According to Marketing Services Manager **Kay Murray**, the time was right for this new level of sponsorship. "With *Federal Computer Week* moving ahead of *Government Computer News* in ad revenues, we're really coming into our own," Murray said. "Vendors are increasingly seeing us as the primary channel to qualified federal IT purchasers."

"For years, the Federal 100 has provided *FCW* a visible means of giving back to the government IT community," said **Edith Holmes**, president and publisher of FCW Government Technology Group. "Our supplement profiling the winners and the dinner we host recognizing them provide the basis for substantial goodwill between the company and the market we serve. Now the Federal 100 contributes to our bottom line as well."

This year's event not only showed the strong support for *Federal Computer Week* from the sponsors who purchased 56 tables at an average cost of $3,000/table, but also significant profit. An increase of 19 sponsor tables and a total of 884 guests necessitated a relocation to a larger hotel.

Compaq and Platinum Technology

•CONTINUED PAGE 2•

PC World Scores Double Triple

Best-read U.S. computer publication takes home three Neal, Maggie awards

JESSE H. NEAL
EDITORIAL
ACHIEVEMENT
AWARD

PC World continues to ride a wave of acclaim, recently taking home three Neal Awards for journalistic excellence and three Maggie Awards — including one for Best Online Publication. The two sets of awards follow on the heels of the Spring 1996 Simmons Study of Media and Markets, a report that shows *PCW* has the largest audience — 6.3 million adults — of any computer publication in the U.S. (See *IDG World Update,* April 8, 1996.)

The American Business Press, sponsor of the 42-year-old Jesse H. Neal Awards Competition, honored *PC World* editors and designers at a ceremony at New York's Hudson Theatre, which featured a keynote address by former White House Press Secretary and author Marlin Fitzwater.

In accepting its awards, *PC World* became the first publication to win three Neal Awards in consecutive

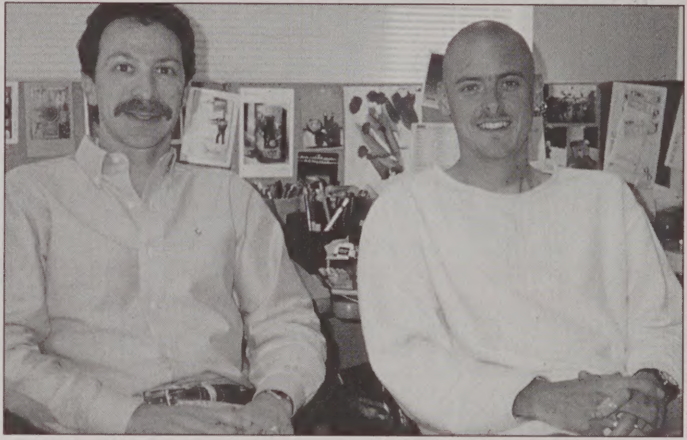
•CONTINUED PAGE 4•

MW Editors Get Mainstream, Small Screen Exposure

Two *Macworld* editors are bringing their — and the magazine's — expertise to new audiences. Senior Editor Features Coordinator **Charles Piller** is now Mac columnist for the *Los Angeles Times*, while Associate Editor **Cameron Crotty** appears on the Bay TV cable channel of NBC affiliate KRON-TV as its Mac game expert.

Piller's column, which launched May 6, is called "Mac Smart" and will focus on Macintosh technology and industry issues. The column will appear in the *L.A. Times* business section every other Monday; that Monday section is named "The Cutting Edge" and contains a wide range of technology-related columns, news stories and features. The column will be syndicated to other newspapers as part of The Cutting Edge package.

Piller's column will take a Mac user's perspective on buying concerns, such as helping consumers prioritize decisions about what products and services fit their needs. It will also help readers understand how to view new Mac technologies, and how to evaluate the effects of industry developments on the Mac and their experience as Mac users. At *Macworld*, Piller manages features content and implementation and follows the Mac clone industry and sociopolitical issues related to computing.


RHONA HAMILTON

MACWORLD'S CHARLES PILLER (LEFT) AND CAMERON CROTTY *are expanding their (and the publication's) spheres of influence with a regular column in the L.A. Times and a TV gig, respectively.*

Crotty has been acting as a Macintosh games expert for New Media News, a technology news program that airs three times a week on KRON's Bay TV San Francisco cable network. So far, he's appeared twice, cluing viewers into the hottest Mac games available, and Crotty will continue to make regular appearances. At *Macworld*, Crotty covers games, the Internet and systems technologies for the News section, while also coauthoring the Internet-oriented NetSmart column and regularly contributing game analyses to Macworld Online's GameLine section.

*Thanks to MW Executive Editor, News and Features, **Galen Gruman** for submitting this article.*

FEDERAL 100

continued from page 1

were the first Executive Circle Sponsors with contributions of $25,000 each. While Compaq is an established vendor, Platinum is new to the federal market and saw the Federal 100 as the way to gain important visibility with influential buyers.

Benefits of a $25,000 contribution

The Executive Circle sponsorship package included a four-color, full-page ad in *FCW's Federal 100* supplement and a private reception with the winners prior to the event. This exclusive access to the winners was only one of the incentives for the top-level sponsors. Other benefits included front and center table placement at the ceremony; links to their companies' Web pages from the FCW Gateway online service, and use of company logos on all event-related publicity.

A cocktail party and dessert reception provided ample networking opportunities for all guests. Al Franken, author of *Rush Limbaugh is a Big Fat Idiot and Other Observations*, entertained the crowd.

FCW GOVERNMENT TECHNOLOGY *Group augmented the Federal 100 Awards in 1994 with two special Eagle Awards. The awards recognize the government and industry officials contributing most to IT in the federal government. This year's winners were John A. Koskinen (left), deputy director of management, Office of Management and Budget; and Edward H. Bersoff, president and CEO, BTG, Inc.*

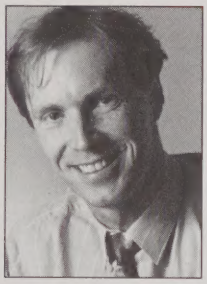
Government contributors excel

This year's victory split was divided 80/20 in favor of government. Two Eagle Awards, presented to the industry and government officials contributing most to the improvement of IT in the federal government, were given to Edward H. Bersoff, president and CEO, BTG, Inc., and John A. Koskinen, deputy director of management, Office of Management and Budget.

Promotions Director **Lisa DeLuca** credits Murray with the event's success. "Kay took an already established event and brought a new level of quality to it," DeLuca said. "Our sponsors certainly received many returns on their investments."

For more information contact Kay Murray at tel: 703-876-5114; fax: 703-876-5126 or e-mail: kmurray@fcw.com.

ON LINE



YORK VON HEIMBURG

The managing director of IDG Magazines in Germany is this week's columnist.

IDG MAGAZINES AT A GLANCE

- Location: Munich, Germany
- Number of employees: 76
- Number of publications: 2

PC Welt **(launched 1983). Affiliated products include** ***PC Welt*** **special issues, PC Welt Interactive (i.e., CD-ROMs on the newsstand), PC Welt CD-ROMs on special topics, PC Welt online services.**

Macwelt **(launched 1990). Affiliated products include Macwelt CD-ROMs, Macworld Expo/Frankfurt.**

PC Welt **accomplishments:**

- No. 1 in sold circulation (paid subscriptions and newsstand sales) in Germany and Europe (297,000 copies per month).
- No. 1 in terms of ad volume measured against all monthly German magazines.
- Largest subscription increase of all PC publications in the last four years. (Grew from 11,000 to 77,000 through improved editorial quality, millions of pieces of direct mail and a TV campaign.)
- No other computer-related publication in the world has a higher sold newsstand circulation (about 220,000 per month).

Macwelt **accomplishments:**

- No. 1 in sold monthly circulation in Germany (52,857 copies per month).
- Largest subscription base of all Mac magazines in German-speaking countries (17,053).

Q Briefly describe Germany's IT publishing market and your company's role in it.

A There are 100 monthly computer publications in this market plus 80 titles that appear one, two or four times a year. With regard to sold circulation *PC Welt* is approximately 50,000 copies ahead of its closest competitor. The interesting point is that *c't*, a specialized technical magazine similar to *Byte*, is now in second place. *Chip*, the former market leader, is only in fourth place. With regard to the ad market our toughest competitor is also *c't*, which has nearly the same ad volume but a lower ad price than *PC Welt*. In terms of sold circulation in the Mac market, *Macwelt* is 10% ahead of the former No. 1 publication, *MacUp*.

What kinds of events do you organize?

1) "Ad of the year" award. Every month 100 subscribers judge *PC Welt*'s ads. It is a real help for customers to see how readers judge the quality, the content, the information, the headlines, etc. of their ads. We announce all winners in a monthly newsletter for ad customers. We organize a big annual event and present awards for the best ads (most original, most credible, most entertaining, etc.).

2) *PC Welt*/IDC workshops. Every six months we co-host with IDC a workshop with topics of importance for ad customers. Our last event was, "The Internet and How to Do Business." We invite good outside speakers, and we give practical support to our customers. At each event they also get an update of the most recent market figures from IDC. The target audience for these events are marketing managers of IT companies and agencies.

3) The famous first night party for all our customers in connection with Systems, a major IT show in Munich.

What online services do you offer?

First of all, we try to handle the topic of online services and the Internet very efficiently. That means our main focus is on the publications, and we are making a lot of alliances with big German providers like Telekom Online, AOL [an AOL joint venture in Germany] and CompuServe. In every program we have daily news, tips and tricks, and downloadable features. In Telekom Online and AOL we have the most highly trafficked site of all German PC magazines, and the users of Telekom Online have chosen our program as the best of all. We are currently taking the first steps to create advertising revenues in this area.

What new projects are you planning?

We are currently trying to extend our satellites around our main products *PC Welt* and *Macwelt*. Next year, there will be two *PC Welt* special issues instead of one, and we are increasing our activities by investing more money in CD-ROMs and the online business. Each quarter, we publish a new CD-ROM (PC Welt Interactive) for the newsstand; we sell between 40,000 and 50,000 CD-ROMs at a price of DM12.80 to DM14.80 (approximately US$8.50 to $10).

What are the biggest challenges facing you and/or your company in the months ahead?

Our biggest challenge is to expand both product lines and to create new successful ideas in a declining market. Our ad market is decreasing in FY96 due to a slower increase of the IT market and the increase of problems in the German economy (high unemployment rate, low economic growth, etc.).

What three things characterize life at IDG Magazines?

1) We have a lot of confidence in ourselves and our products. 2) We're always focused on the needs of the readers. In the long run, this is the only prescription for success. 3) There is a lot of anticipation about the book I have written on successful management techniques, which will be published at the end of summer. Everybody within the company knows something about it but nobody knows exact details.

Brazilian Licensee Jumps *PC Player* Print Run by 30,000

IDG's Brazilian publishing licensee, Nova Cultural, introduced its new *PC Player* title to the market this month. Distributors are so enthusiastic about the magazine's potential that the second issue's print run has been increased from 50,000 to 80,000.

Published in Portuguese, *PC Player* is a local edition of *PC Games* (the name Infotainment World's *PC Entertainment* magazine has adopted with the June issue).

PC Player's target audience is multimedia PC users between the ages of 25-35, most of whom are men. Each issue will contain a CD-ROM with content drawn from *PC Games*.

Francesco Civita, product manager for Nova Cultural, credited *PC Games* Electronic Publishing Specialist **Christina Cheney** and Infotainment World Manager of Finance **Brian Sours** for helping *PC Player* import the CD-ROM. Beginning with the second issue, *PC Player* will polybag a 16-page booklet — printed in Portuguese — along with the CD-ROM, giving the reader step-by-step tips on how to finish one of the computer games and thereby adding extra value to the magazine.

PC PLAYER
EXCLUSIVO
DUKE NUKEM 3D:
O NOVO DOOM
INTERNET
SHAREWARES:
WIN 95 AINDA MAIS FÁCIL
150 DICAS!
18 GAMES!

No direct competition

Although *CD-ROM Today* and *CD-ROM Magazine* are also in the Brazilian market, *PC Player* has no direct competition, since no other publication deals solely with entertainment for the computer. *PC Player* has the lowest price in the market (approximately US$8.50), and Civita expects brisk sales for the first issue.

Newsstand distributors told Civita they expect the publication to have at least 70% sell-through, which is the relatively high rate of newstand sales that Nova Cultural publications usually achieve. The roll-out of a subscription campaign is still in the planning stages, as the staff tries to determine the most cost-effective way to mail a CD-ROM with the magazine.

PC WORLD

continued from page 1

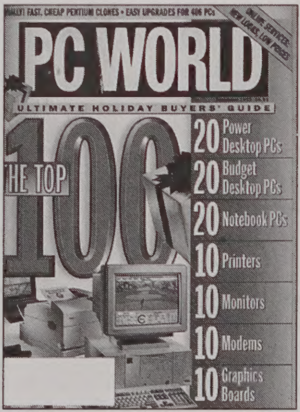
years. In 1995, *PC World* was the first magazine in the Class C category (annual advertising revenue of more than $5,000,000) to win three Neals in one year since 1981.

A board of nine prominent business press editors, chaired by Clay Felker, founding editor of *New York Magazine*, reviewed the 854 entries and scored them in three areas: service to the industry, journalistic enterprise and editorial craftsmanship.

One award was given in eight different categories, with three classifications (based on advertising revenue) in each category, for a total of 22 Neals and 22 Certificates of Merit.

PC World submitted entries in six categories and received awards in the following five:

- **Best Single Issue**: November 1995. Award to the entire *PC World* editorial and design staff.
- **Best Subject-Related Series**: Windows 95: The Verdict is In," August 1995 cover story. Awarded to: **Cathryn Baskin**, editor; **Jeff Berlin**, senior designer; **Steve Fox**, executive features editor; **Robert Kanes**, art director; **Tim Luddy**, assistant art director; **Carolyn Perot**, designer; **Andy Reinhardt**, executive news editor; and **Lincoln Spector**, senior associate editor.
- **Best How-To Article or Series**: "Who's Afraid of Windows 95?" September 1995 cover story. Awarded to Cathryn Baskin, editor; Scott Dunn, contributing editor; Steve Fox, executive features editor; Robert Kanes, art director; **Michael Lasky**, senior associate editor; **Dan Miller**, senior associate editor; Carolyn Perot, designer; and Scott Spanbauer, contributing editor.
- **Best Investigative Article** (Certificate of Merit): "Buyer Beware: Inflated Claims, Unmet Promises (for truth in advertising), May 1995. Awarded to **Barbara Adamson**, senior designer; Cathryn Baskin, editor; Jeff Berlin, senior designer; Robert Kanes, art director; **Michael Desmond**, associate editor; Steve Fox, executive features editor; and **Randy Ross**, East Coast editor.



PCW'S NOVEMBER 1995 *won a Neal Award for best single issue.*

- **Best Single Article** (Certificate of Merit): "Invasions of Privacy," November 1995. Awarded to Cathryn Baskin, editor; Jeff Berlin, senior designer; Steve Fox,executive features editor; Robert Kanes, art director; **Rick Overton**, editorial researcher; Jeffrey Rothfeder, contributing writer; **Greg Silva**, associate art director; and **Christina Wood**, senior associate editor.

Three Maggies, too

Last month, *PC World* added three more awards to its collection. Presented by the Western Publications Association to honor outstanding editorial achievement, the Maggies are awarded annually to magazines, tabloids and newsletters published in or for distribution in the 14 western U.S. states.

PC World won for:

- **Best Publication, Computers and Telecommunications/Consumer**.
- **Best Public Service Article**, "Invasions of Privacy," written by Jeffrey Rothfeder (November 1995).
- **Best Online Publication.** *PCW* is the first winner in this new category, which encompasses both trade and consumer publications.

Job Opportunities Update
Monday, May 13,1996

Advertising Manager/Enterprise Networking Edition (IFW)

The individual in this position will be the primary leader working with Infoworld's Regional Advertising Directors, the US sales staff, and the vendors and customers. The Advertising Manager will report to the Director of Business Development and be responsible for maintaining InfoWorld's advertising revenue base, helping to plan the future direction and positioning of the Enterprise Networking Demographic edition of InfoWorld, and interfacing with IDG's Marketing Services Division. *Location: San Mateo, CA (preferred, but open to other options)*

Contact: Ellen Aronowitz Phone: 415-312-0673 Fax: 415-312-0668 Internet: ellen_aronowitz@infoworld.com

Sales Associate (IFW)

The individual in this position will handle the weekly closing of display edition, interact with clients via telephone, manage the database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills, a positive client service attitude, and PC literacy. Candidate must be able to work independently and under pressure. Previous publishing or advertising experience preferred. *Location: Des Plaines, IL*

Contact: Ellen Aronowitz Phone: 415-312-0673 Fax: 415-312-0668 Internet: ellen_aronowitz@infoworld.com

Administrative Assistant (Web)

The individual in this position will provide administrative support to the office of the Publisher and the editorial staff. Candidate must have previous general office experience, be detail oriented, and have a strong interest in on-line publishing. *Location: San Francisco, CA*

Contact: Barbara McDonald Phone: 415-978-3395 Fax: 415-267-1732 Internet: barbara.mcdonald@sunworld.com

Ad Booking Coordinator (Web)

The Ad Booking Coordinator will book and insert the advertising space for web publications. Responsibilities include assisting with the production of Web publications, design materials, sales materials, and marketing materials. Design and publishing production experience, a knowledge of HTML, ability to use UNIX and Macintosh systems required. Candidate must be skilled in graphical tools (Illustrator, Quark, and Photoshop), and have good time management and communication skills. *Location: San Francisco, CA*

Contact: Carl Strolle Phone: 415-974-7351 Fax: 415-267-1732 Internet: carl.strolle@sunworld.com

Editor in Chief, Netscape World (Web)

The Editor in Chief will plan and coordinate the creation of editorial material for Netscape World. Responsibilities include supervising the Technical Editor, News Editor, and other assigned Editors, write and edit copy, oversee the editorial and art departments' budget projections, and act as a representative of Netscape World at trade shows, press conferences, and other meetings. *Location: San Francisco, CA*

Contact: Michael McCarthy Phone: 415-267-1727 Fax: 415-267-1732 Internet: michael.mccarthy@sunworld.com

Inside Sales for Webzine (Web)

The individual in this position will sell, service, and develop on-line advertising for JavaWorld, Netscape World, and SunWorld On-line. Responsibilities include servicing and maintaining all advertising after sales are made. One year of general sales and telephone experience and excellent negotiation and communication skills required. Candidate must be familiar with computers, the Internet, the computer marketplace, and the publishing processes. *Location: San Francisco, CA*

Contact: Colette McMullen Phone: 415-267-4527 Fax: 415-267-4570 Internet: colette.mcmullen@sunworld.com

Webmaster (Web)

The Webmaster will develop, deploy, and manage WPI World Wide Web Servers. Responsibilities include cgi-pin programming, HTML formatting, log-file analysis, perl programming, and general hardware and UNIX maintenance. Candidate must have previous Webmaster experience, a knowledge of the Internet market (especially applications, programming, and technologies), knowledge of UNIX, HTML, and TCP/IP networking, and have the ability to craft clever Perl and shell scripts. Good analytical skills, creativity, self motivation, and the ability to work well with others are required. *Location: San Francisco, CA*

Contact: David Burnette Phone: 415-974-7313 Fax: 415-267-1732 Internet: david.burnette@sunworld.com

Job Opportunities Update
Monday, May 13,1996

Sales Assistant (CW)
The individual in this position will provide administrative support to the Marketplace Department. Responsibilities include selling and managing the Classified Solutions section, compiling reports, processing billing, coordinating the production, merchandising, and complimentary subscription process, maintaining budget information, and managing the marketing database. PC literacy and spreadsheet skills essential. *Location: Framingham, MA*
Contact: Toni O'Connor Phone: 508-820-8566 Fax: 508-879-3760 Internet: Toni_O'Connor@cw.com

Staffing Assistant (IDG)
The individual in this position will provide general administrative support to the Executive Recruiting function. Responsibilities include updating and maintaining the executive database, sorting resumes, preparing response cards and letters; assisting in the investigation and recommendation of on-line recruiting opportunities; assisting in the recruiting process at job fairs and tradeshows; phone screening potential candidates; providing back-up support for the Opportunities Updates and maintaining the career opportunities section of the IDG Home Page. Candidate must be enthusiastic and proactive with exceptional customer service and communication skills. Proficiency in MS Excel, Word, PowerPoint, and Lotus Notes. *Location: Framingham, MA*
Contact: Susan Brown Phone: 508-935-4099 Fax: 508-935-4600 Internet: susan_brown@idg.com

IS Department Operations Supervisor (IDG)
The person in this position will ensure the smooth operation of all IS functions. Responsibilities include management and coordination of all client services and needs in a local area network such as hardware and software maintenance contracts, inventory of data processing supplies, client training, system security, and assisting clients with mobile and remote network access. The ideal candidate will be extremely organized and detail oriented, with 2 years experience managing people. Experience in network management and data communications is required. Candidate must have excellent verbal and written communication skills. *Location: Framingham, MA*
Contact: Michele Koethe Phone: 508-935-4531 Fax: 508-935-4600 Internet: michele_koethe@idg.com

Database Administrator - PT (IDG/B)
The individual in this position will be responsible for maintaining accurate database records, producing weekly and monthly reports, producing schedules for mailings , and exporting records to create documents. Candidate must be proficient in Filemaker Pro for Macintosh, and Access. Ability to prioritize projects a must. *Location: Foster City, CA*
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Developmental Editor, CPG (IDG/B)
The Developmental Editor will develop books conceptually and manage the writing and technical editing process. Responsibilities include monitoring contractual obligations and maintaining regular author contact. Candidate must have at least 2 years experience in publishing and be proficient in MS Word, Pagemaker, DOS, Windows, and Hijack. College degree preferred. *Location: Foster City, CA*
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Financial Analyst (IDG/B)
The Financial Analyst will prepare the monthly P&L press reports, annual budgets and reforecasts, pro-forma P&L for new titles, cost analysis, and sales analysis. BS/BA in Accounting, Finance, or equivalent with 4 years experience in financial analysis required. *Location: Foster City, CA*
Contact: Pat Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Human Resources Assistant (IDG/B)
The Human Resources Assistant will be responsible for organizing and maintaining personnel files, maintaining and providing all forms to employees, routing resumes, collecting and distributing timesheets, preparing orientation and training packets, scheduling training rooms, marketing and maintaining training library, and assisting in the planning of staff meetings. Candidate must have at least 2 years of HR administrative experience and be proficient in Filemaker Pro, Microsoft Word, and Microsoft Excel. *Location: Indianapolis, IN*
Contact: Jamie Maroney Phone: 317-596-5222 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

TRAVEL UPDATE

United's Reservation Software Negates Benefits of IDG Discount Program

In recent months, many of United Airlines Premier members have received complimentary copies of United Connection software from the airline. While this software allows passengers to book airline reservations directly through United, it does not permit booking through IDG Corporate Travel.

The effects of using United Connection to book reservations are two-fold:

1) Travelers are not entitled to IDG's 12% corporate discount.

2) IDG's combined market share with United will decrease, thereby inhibiting IDG Corporate Travel's ability to negotiate additional savings for IDG employees.

Although United offers promotional mile giveaways to encourage the use of United Connection, IDG Corporate Travel urges IDG employees to continue to make travel arrangements using corporate resources.

Corporate Travel Manager **Lyndsey Pomella** is available to answer any questions or provide more information. She can be reached at tel: 508- 935-4093 or BusinessTalk: L.Pomella.

Ritz-Carlton Boston, Hotel Sofitel Miami Offer Competitive Rates to IDG

Hotel rates in Boston have increased dramatically over the past three years as a result of high volume demands. The Ritz-Carlton Boston has broken that trend and is now offering a rate competitive with other hoteliers in the IDG discount program. A complete list of IDG's corporate rates at Boston hotels follows:*

- Ritz-Carlton: $195
- Westin Copley Place: $185
- Marriott Copley Place: $189 (through Sept. 7); $199 (Sept. 7- Dec. 15); $155 (Dec. 16-Dec. 31)
- Copley Plaza Hotel: $179/single; $204/double (through Nov. 15)
  $129/single; $154/double (Nov. 16-Dec. 31)
- Bostonian Hotel: $195
- Lenox Hotel: $128

Easy access to IDG Latin America

The Hotel Sofitel Miami is the newest addition to the IDG discount program, which offers corporate discounts on hotels, airfares and car rentals to IDG employees. Located directly across the street from IDG Latin America, the hotel offers a $110 rate.

The hotel houses two award-winning French restaurants, a French bakery, outdoor swimming pool and fitness center. Corporate travelers are entitled to complimentary airport shuttle service, toll-free and credit card calling access, voice mail and computer access dataports.

** All rates based on per night stay/single or double occupancy unless otherwise indicated.*

Corporate Travel Manager Lyndsey Pomella contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at tel: 508-935-4093 or BusinessTalk: L.Pomella. American Express Travel representatives can be contacted at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).

CALLING ALL EVENT PLANNERS!

The final agenda is being assembled for the first IDG Meeting Planners Function Meeting scheduled for July 11-12 at Boston's Ritz-Carlton Hotel.

The first day will include a meeting planning overview as well as an introduction to IDG's negotiated discount program. The second day of sessions will be dedicated to event, trade show and conference management. Another highlight is a panel discussion featuring meeting planners from a number of IDG business units.

***The Comprehensive Guide to Successful Conferences and Meetings* will be distributed to all attendees with an informational packet of periodicals and handouts.**

To register for the meeting, contact Lyndsey Pomella or Paul Carlin at tel: 508-935-4093.

DID YOU KNOW?

- **American Airlines now offers non-stop service from Boston's Logan Airport to Paris' Orly Airport. Upgrades from coach to business class and from business class to first class are now available through IDG Corporate Travel.**

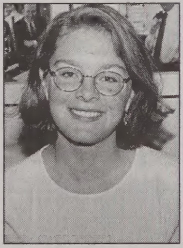
- **In an effort to maximize savings, IDG Corporate Travel will send all tickets via Federal Express to arrive at the 3 p.m. delivery. Unless a customer specifically requests a 10:30 a.m. delivery, all tickets will arrive in the afternoon.**

NOTEWORTHY

PROMOTIONS

Paul Schindeler, consulting manager and software program manager for IDC Benelux, has been promoted to director of IDC's European Consulting Program. Paul, who has been with IDC for seven years, is based in Amsterdam. He has a master's degree in human geography from the University of Amsterdam.

Jodi Cohen, formerly staff writer for *Network World*, has been promoted to senior writer. "Starting from scratch, Jodi has done an excellent job learning the hub and switch business in a little more than a year since moving from the copy desk to the reporting side," said Associate News Editor **Bob Brown**. "She is also a pleasure to work with because she is enthusiastic, and her copy comes in clean and on time."


IDG WORLD UPDATE

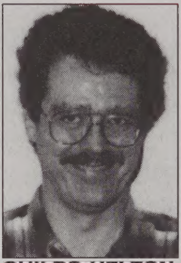
BRESNAHAN

Jennifer Bresnahan, formerly editorial assistant for *CIO*, has been promoted to staff writer. "This promotion recognizes Jennifer's natural talent for writing, her aptitude for learning and her ability to master multiple tasks at once," said Managing Editor **Rick Pastore**. Jennifer joined *CIO* just nine months ago and, in addition to her editorial responsibilities, took on the role of Lotus Notes administrator for her department, promoting the use of Notes and developing databases.

NEW EMPLOYEES

InfoWorld welcomes a pair of new employees to its San Mateo, Calif., office. **Mariciel Basallo** has signed on as an art assistant. Mariciel has a B.A. in broadcast journalism from California State University/Long Beach and makes time for rollerblading, dance and travel.

Previously advertising coordinator for *PC Computing*, **Denise Gillet-Cook** joins InfoWorld as an associate research analyst. Denise attended Foothill College and enjoys an array of sports as well as time with her family.


CHILDS-HELTON

IDG Books in Indianapolis has hired two new staff members. **Barry Childs-Helton** is a copy editing coordinator. Barry's publishing experience includes four years at MacMillan Computer Publishing, and most recently he was a freelance copy editor for several IDG projects. Barry has a B.A. in English from Wittenberg University, an M.A. in English and Ph.D. in folklore from Indiana University/Bloomington. He enjoys folk rock and Blues guitar and reading science fiction.

GOODWIN

Previously senior editor at Michael Wolff and Co., **Mary Goodwin** has joined Dummies Press as a project editor. Mary received her B.A. in German literature from Mount Holyoke College and enjoys photography, travel and reading.

Michael Spinnato is a systems operations specialist for IDC/LINK in New York. Michael has a B.A. in communication arts from Hofstra University and a certificate from the Metropolitan Institute of Network Technology. Cars and music are two of his biggest interests.

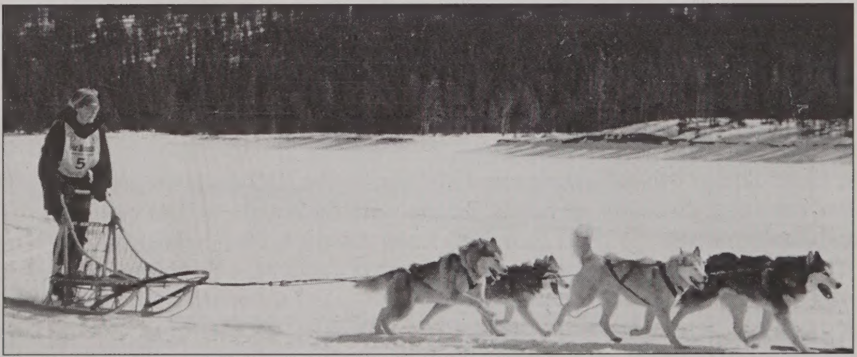
IDG WORLD UPDATE

SLATER

Derek Slater has signed on as a staff writer at *CIO*. Most recently associate editor at Ziff-Davis Interactive, Derek began his IDG career in 1990 as a Fluegelman intern at *Computerworld*. Derek graduated from the University of North Carolina/Chapel Hill and is an avid chess player.

Puni Rajha is IDC's Pan-European expertise manager for the Client/Server Support and Operational Services Program based in London. Before joining IDC, Puni spent three years as service marketing manager for Olivetti and four years as Dataquest's European professional services research manager.

IDC VETERAN TURNS TO MUSH



FOUR-DOG FLIGHT. ***Joan-Carol Brigham,*** *an IDC senior staff consultant based in Frisco, Colo., and her Siberian Husky Lucy (second from front), recently entered their first dog sled race — a four-dog, four-mile sprint across Frisco's frozen Lake Dillon. Joan-Carol, who was talked into entering the race by a friend and fellow musher who offered the use of his sled and three dogs, competed against a dozen other teams and finished the race in just over 30 minutes. Although unsure whether this debut would mark the beginning of a racing career, Joan-Carol was pleased with both Lucy's performance and her own. "I managed to follow the only real advice I got — 'whatever you do, don't let go of the sled!'"*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Robert Wescott - Computerworld

SIXTEEN YEARS
Sumiko Ozawa - IDC Japan
Karen Weston - IDC

FOURTEEN YEARS
Arline Clements - IDC Government

TWELVE YEARS
Eirik Gulbrandsen - IDG Norway
Lars Saetrang - IDG Norway

ELEVEN YEARS
Frank Gens - IDC

TEN YEARS
Carol White - PC World

NINE YEARS
Mary Musgrave - IDC
Jay Bretzmann - IDC

SEVEN YEARS
Kim Nash - Computerworld
Alan Alper - Computerworld
Clarisse Burger - IDG France

SIX YEARS
Gunn Felldal - IDG Norway
Jan Thore Thorstensen - IDG Norway
Donna Vieraitis - InfoWorld
Sergio Rizzi - IDG Italy

FIVE YEARS
Janell Genovese - Computerworld
Christine Flanagan - Computerworld
Richard Zwetchkenbaum - IDC
Trace Weatherford - IDC

FOUR YEARS
Donald Calamaro - Computerworld
Jean Dellarobba - Computerworld
Toh Chee Chaw - IDG Singapore

THREE YEARS
Candelaria Jaimes - IDG Mexico
Jose Perez Laco - IDC U.K.

TWO YEARS
Tom Stoverud - IDG Norway
Timothy Ouellette - Computerworld
Michael Lasky - PC World
Jim Kelly - IDG Books
Diane Hwang Lien - IDC

ONE YEAR
Jillian Hamilton-Browne - IDG NZ
Dorothy Handy-Eovine - Computerworld
Andrew Schlosberg - IDG
Susan Brown - IDG
Val Moutsopoulos - IPS
Deane Norton - IDG Asia
Barb Dohm - IDG Books
Dorothy Parillo - IDG Books
Janice Matyasik - IDG Books
Santiago Cruz Pérez - IDG Spain
Carol Rosschou - IDG Denmark
Maria Mollnhauer - IDG Germany
Ute Dorau - IDG Germany
Wolfgang Leierseder - IDG Germany
Tracy Ho - IDC Malaysia

CORRECTION

The IDG Events Calendar, which was sent with the April 22 issue of *IDG World Update*, contained several errors.

The correct telephone and fax numbers for Windows World Expo/Tokyo '96, which will be held June 26-29, are as follows:

Tel: 81-3-5276-3751
Fax: 81-3-5276-3752

Also, the date of E3/Tokyo '96 has been changed to Nov. 1-4.

Any questions may be directed to:

Kyoko Ikeda
IDG World Expo/Japan
Tel: 81-3-5276-3751
Fax: 81-3-5276-3752

COMMUNICATIONS PUBLICATIONS: SIX-MONTH YEAR-TO-DATE SEPTEMBER 1995 TO FEBRUARY 1996

Top Third 1	**China Computers & Communication** **Comunicaciones World (Spain)** **LAN Internetworking (Netherlands)**
Middle Third 2	**NetWorld (Poland)** **Nätverk & Kommunikation (Sweden)** **Network World (Australia)**
3 Lower Third	**Networking (Italy)** **Network World U.S.** **Réseaux & Telecoms (France)**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

NETWORLD
Komunikacja ruchoma GSM
Sieć w GUS-ie
Porównanie hubów

***China Computers & Communication* logged the highest profit margin for the six-month period September 1995 to February 1996, while Poland's *NetWorld* reported the greatest improvement in profit margin for the same six-month period.**

CELEBRATING 10+

Giorgio Saluti

HOME: Redwood Shores, Calif.

JOINED IDG: In 1983 (when IDG acquired Wayne Green, Inc.) as West Coast sales manager for *RUN* magazine.

CURRENT TITLE: Western Sales Manager, *DV Magazine*

MOST CHALLENGING PART OF YOUR JOB: Staying on top of a market that is moving at cyber-speed.

BEST PART OF YOUR JOB: Being involved in the information revolution.

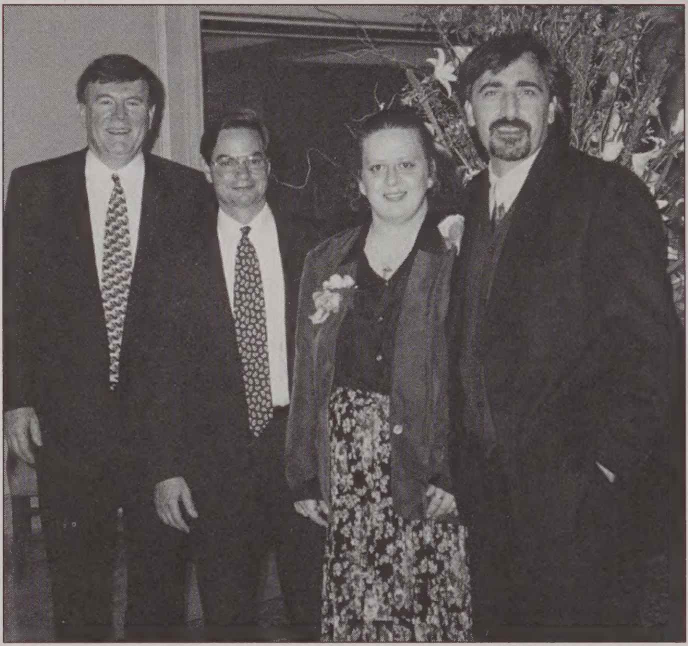
LATEST ACCOMPLISHMENT: Helping *DV* to become the most recognized publication for digital media producers.

CAREER HIGHLIGHT: Single-handedly sold more than 30 pages of ads in the premier issue of the original *PC Games* magazine.

INTERESTS OUTSIDE THE OFFICE: The 3Fs: Family, Food and F1 racing.

DREAM DESTINATION: The Andes

WORDS TO LIVE BY: The 3Ss: “Star, Smile, Strong,” - Woody Allen in *Broadway Danny Rose*



IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTED A TRIO OF *IDG employees, including* ***Giorgio Saluti*** *(far right) to dinner at the Ritz-Carlton Hotel in San Francisco in honor of their 10th anniversaries with the company. Also pictured:* ***Jeff Edman*** *of PC World and* ***Janell Brown*** *of InfoWorld.*

FANTASY JOB: Running the training center that IDG will open in Napa/Sonoma.

ONE POSSESSION YOU’D GRAB IF YOUR HOUSE WERE ON FIRE: My espresso machine.

MANAGER’S PROFILE: “Giorgio’s energy, intelligence and affinity for making people successful are the hallmarks of his personal and professional character. Clients and co-workers alike value him for his honesty, experience and personality, making him one of the most valuable members of our team.”

*- **Dale Strang**, president and publisher, DV Magazine*

IDG WORLD UPDATE

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International Data Group is the world’s leading provider of information services for the information technology industry, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 44 research centers worldwide. IDG currently produces more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 21

May 20, 1996

ON LINE: INFOWORLD PRESIDENT AND CEO JIM MARTIN TAKES A TURN
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THREE IDG EMPLOYEES EARN STAR AWARDS FOR OUTSTANDING CONTRIBUTIONS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Multimedia World to become *PCW* Demographic Edition in August

PC World Communications, Inc. announced last week that due to market conditions beyond its control, *Multimedia World* will no longer be a standalone magazine. It will become a demographic edition of *PC World* effective with the August issue.

PC World President **Rich Marino** said that the decision to halt publication of a separate title was a difficult one. "Every member of the staff has dedicated remarkable passion and hard work to the *Multimedia World* product line," Marino said. "As a result, over the past 18 months, *Multimedia World* has emerged as the undisputed leader among multimedia publications" in everything from editorial quality to ad revenue.

However, the consolidation within *Multimedia World*'s core advertising customer base — multimedia product vendors — and other changes in the PC market have led to substantial decreases in advertising spending for the multimedia publishing category. "We believe that in a market where multimedia has become ubiquitous, this trend will only continue, and we must now evolve the publication accordingly," Marino noted. Multimedia

•CONTINUED PAGE 5•

Computerworld Journals Group Launches *Electronic Commerce*

IDG WORLD UPDATE

THE COMPUTERWORLD JOURNALS GROUP EDITORIAL STAFF WILL HAVE SIX TITLES *rolling off the presses by June. From left:* ***Mary Brandel****, executive editor;* ***Alan Alper****, editor;* ***Cathy McCrorey****, managing editor;* ***Kimberlee Smith****, assistant managing editor; and* ***Stephanie Faucher****, art director.*

The newest offering from the Computerworld Journals Group, *Electronic Commerce Journal*, was delivered with the April 29 issue of *Computerworld.*

The feature magazine will appear twice in 1996 and will provide in-depth explorations of the technology and management issues critical to those constructing global Internet-based electronic businesses. In addition, it will focus on end-user development and adoption issues and the challenges information systems managers are facing in making electronic commerce a reality.

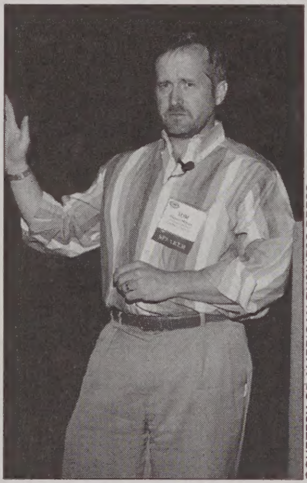
"The first issue explores the Web's thorny infrastructure shortcomings and the many remedies poised to go mainstream in the near term," said **Alan Alper**, who serves as editor for all the Journals Group's publications. "We've looked at this from many vantage points — from bandwidth and security concerns

•CONTINUED PAGE 4•

IN BRIEF

ISG Exec Urges Rethinking of Cyberspace Publishing Models

Publishers who rely too heavily on print-based thinking in developing their presence in cyberspace risk missing profitable opportunities to create a much more powerful environment for their readers and advertisers. This was the message delivered by Interactive Services Group President **Tom Morgan**, who was invited to address an audience of more than 200 publishing executives at the American Business Press spring meeting in Scottsdale, Ariz., earlier this month.


COURTESY OF AMERICAN BUSINESS PRESS

ISG'S TOM MORGAN
warns ABP attendees that print-based thinking is hampering online efforts.

Noting that many Web publishing sites offer little more than electronic copies of print products and rely almost entirely on "hits" on banner ads to generate revenue, Morgan argued that publishers need to replace this "CPM-driven" thinking with a commitment to an electronic presence based on "CPR" — Community, Personalization and Response.

Community replaces a one-way information stream from publication editors with an interactive conversation involving the publication and its "members," including readers and advertisers. Personalization moves past a fixed site layout to a changeable path that adjusts to the preferences of the site visitor, and to agents and personal alerts that quickly guide the visitor to the information they want. Response — in the form of voluntarily offered visitor profile information — enables advertisers to target key prospects through profile-based advertising and to incite those prospects to action through a range of tailored marketing information.

"The implications of CPR for publishers trying to set a path for their print and online efforts are significant," Morgan said. "Online should be thought of as a complement to print, with each medium utilized in a way consistent with its strengths for readers and advertisers. Publishers should not be concerned about online cannibalizing their print product, Morgan said, noting that if done correctly, "one will strengthen the other by contributing to the overall value of the community the publication brand serves."

SHORT TAKES

DANA MILLER

MATHEWS

As part of IDC's Lunchtime Lecture Series, **Tom Mathews**, IDG director of corporate/international HR, presented a wine tasting primer, "There is Life Beyond White Zinfandel," last month in Framingham. A wine connoisseur, Tom served as a technical reviewer for *Wine For Dummies*, a recent release from IDG Books Worldwide.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

WS Computer Publishing Corp., IDG's Philippine licensee, launched *Click!* magazine last month. The monthly is aimed at the lower end PC user as well as low-end PC vendors who cannot afford *PC World* rates. Content covers the home PC and SOHO audience emerging in the Philippines. *Click!* complements the company's existing lineup which includes *PC World Philippines* and *Computerworld Philippines*.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

FCW Group has changed its name to FCW Government Technology Group, Inc. The Falls Church, Va.-based company, publisher of *Federal Computer Week*, adopted the new name to reflect its expansion into a variety of non-print communications vehicles which include its Web site, FCW Gateway, and its upcoming Government CIO Summit, scheduled to debut Sept. 29-Oct. 1.

Reminder: Sign Up Now for Online Functional Meeting

IDG's fourth annual Online functional meeting will be held July 24-26 at the Hotel Sofitel in Redwood Shores, Calif. This year's meeting is designed to be a working conference to address issues faced by the various IDG Web services in the field. The agenda has been designed to encourage networking and information sharing. The meeting will kick off with a presentation by Tom Evslin, VP of AT&T WorldNet Service. In addition, a series of panel discussions will focus on topics including: content/editorial, site audit, browser standards, electronic rights and legal issues, circulation development, marketing development, business/revenue alternatives, and design.

*Questions about the content may be directed to **Tom Morgan**, president of IDG Interactive Services Group, at tom@factory.net. To register, please contact **LynAnn King** at ISG at lynann@factory.net; tel: 415-312-7895; fax: 415-312-7878.*

ON LINE

JIM MARTIN

InfoWorld's president and CEO is this week's columnist. Part 2 of his column will appear May 27.

IW AT A GLANCE

- **InfoWorld established: 1987**

- **Current number of employees: Approximately 235**

Company's most recent accomplishment: Sponsored world's first virtual conference and tradeshow on the Internet — Interact96 — in April.

- **Online strategy: InfoWorld Electric (www.infoworld.com) provides continuous news and technology information to IS professionals. The efforts of InfoWorld Electric are complementary to those of the newspaper, creating a highly effective service for those who buy technology for the enterprise.**

- **Competitive market: *InfoWorld* is editorially positioned as "The Voice of Client/Server in the Enterprise." Our primary competitor is and always has been *PC Week*. In year-over-year comparisons, *IW*'s ROP and demographic advertising market share gains have been impressive — up some 5-6 share points against *PC Week*. We are now at approximately 45% marketshare in the two-book comparisons for ROP and demo ad pages, and these figures have reached 49% in several of the most recent weekly issues.**

- **Date you joined IDG: Joined in October 1984 from Ziff-Davis Publishing Co. as associate publisher of *PCW* and *Macworld*.**

Q What new projects are you currently undertaking or planning this year?

A *InfoWorld* launched a new bi-weekly, editorially supported demographic edition called *Intranet World* on April 1. The same day, we also added editorial support to our weekly *Enterprise Networking* demographic edition. Both editorial packages focus on InfoWorld Test Center product reviews and comparisons, since networking and intranet news items already appear weekly on a full-run basis.

InfoWorld launched InfoWorld Electric in November 1995. Our Phase II roll-out will take place at PC Expo in June.

InfoWorld will launch what we believe will be the first advertiser-driven home page on the Web in June. The Lion's Den will contain round-the-clock information covering research, marketing, sales and circulation data that will enable our advertisers to have complete access to the information they need to do their jobs seven days a week, 24 hours per day. Rate cards, BPA circulation data, demographic edition break-outs, subscriber surveys, syndicated research information, editorial calendars and more will be accessible and downloadable. We are also building in specific e-mail links to the various InfoWorld employees responsible for these advertiser services so the advertisers can give us feedback and so we can answer specific follow-up questions. Instant changes can be made on the site so the data are always current, saving time and money as we won't have to keep reprinting parts of our media kits.

We will launch a major advertising initiative later this year that has the possibility of generating $4-$5 million in new revenue over the next 12-18 months.

We increased our circulation at the beginning of the fiscal year to 310,000 from 250,000, passing *PC Week* for the first time ever. Our circulation team had been qualifying potential new readers for several months before this announcement, but the true power of IDG's decentralized operating style became highly evident in the process. We learned of *PC Week*'s circulation plan, and we talked to a wide variety of advertisers privately to gain their guidance. The senior management team, with the support of all *InfoWorld* employees, decided to invest significantly more money well after the FY96 business plan had been approved. We told the IDG Executive Committee of our plans and broke the information at Comdex in November with appropriate fanfare — all within a 10-day window of opportunity after our competitors jumped from 260,000 to 300,000.

We never asked IDG for a budget variance, but our decision has led to significantly higher revenue than plan, rapid gains in market share, an enhanced reputation as a proactive and agile competitor, and it has substantially raised the energy and enthusiasm of everyone at InfoWorld. If all goes according to our current forecasts, we will still achieve business plan for the year even with the multimillion dollar incremental investment we made in circulation and in editorial for the new editorially supported demographic editions.

I've heard that Stewart Alsop has decided to become a venture capitalist. How will this affect InfoWorld?

Stewart has been offered an extremely attractive and personally fulfilling opportunity to become a partner with New Enterprise Associates, the same firm that provided venture funding for Joe Alsop's company, Progress Software, which is now a successful public company (Joe is Stewart's brother). His decade at InfoWorld has been rewarding for him and for us. But, one of Stewart's greatest legacies is that he hired Sandy Reed to be editor-in-chief of *InfoWorld* almost a year ago. Sandy has made an incredible difference in enhancing our editorial product, in providing inspired leadership, and in her participation in *InfoWorld*'s senior management team — so we are in good hands. After his departure June 14, Stewart will continue to write his weekly column and will continue his affiliation with Agenda, so the provocative nature of his industry views and the personality he adds to *InfoWorld* will not be lost.

IDC Latin America Woos Clients in New Miami Office

A CROSS-SECTION OF IDC WAS ON HAND AT THE OPENING RECEPTION FOR IDC *Latin America's new Miami office. From left:* ***Dot Allen****, director of S3 Consulting, IDC Mountain View, Calif.;* ***Marisela Zambrano****, director, IDC Venezuela;* ***Judith Gil****, director, IDC Venezuela and* ***Vicki Brown****, VP/worldwide sales and marketing.*

Over 125 guests attended the inaugural reception for IDC Latin America's Miami office, including senior executives from top distributors and vendors in Latin America and Southern Florida — among them representatives from IBM, DEC, Acer and Merisel.

Also in attendance were the general managers from all of IDC's Latin American research operations, giving clients numerous opportunities to mingle with heads of IDC offices from Miami, Mountain View, Calif., Framingham, Mass., Buenos Aires, Sao Paulo, Santiago, Bogota, Mexico City and Caracas.

IDC's new team of Argentine analysts — General Manager **Raul Bauer** and directors **Alejandro Oliveros**, **Daniel Marazzo** and **Luis Correa**— used the event to introduce themselves to industry executives.

In the past, IDC Argentina's country office was managed by General Manager **Ruben Argento**, who also serves as general manager for IDG's publishing activities. With the growth of the Argentine publications, Argento will now focus his efforts exclusively on that business.

The opening program was emceed by IDC VP/Operations **Larry Bishop** who discussed the impetus behind the move to Miami. Senior VP/Worldwide Marketing and Sales **Vicki Brown** presented an IDC/IDG company overview; **Paul Pastrone**, VP/Market Research, detailed IDC's Latin American research activities; Consulting and Operations Manager **Eric Prothero** spoke about the region's PC market; and **Laurie Jones**, manager/ sales and marketing, introduced the IDC regional managers.

"The event's strong attendance has already proven that the move to Miami was a strategic one that will generate significant additional business in 1996 and beyond," said **John-Marc Clark**, senior analyst, IDC Latin America.

Located just minutes from the Latin American divisional headquarters of many IT vendors, the new Miami office has already fulfilled those expectations. Since opening for business on March 1, the staff has secured the biggest consulting project in IDC Latin America's history. The client has contracted with the group for a project analyzing seven countries in Central America and the Caribbean.

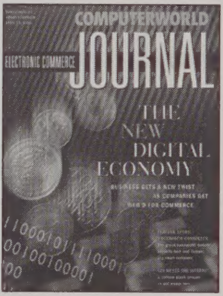
In June, the group will release its latest research on multi-user systems, desktop printers, and LAN servers. *For more information, contact* ***Brent Romero*** *at tel: 305-445-0955; Internet: bromero@idcresearch.com.*

ELECTRONIC COMMERCE JOURNAL

continued from page 1

to Web/database coexistence and even to the organizational makeovers and cultural shifts needed to make Web-based electronic commerce a reality."

And the group has obviously hit a nerve. "We've received dozens of messages from readers applauding this effort," Alper noted. "Electronic commerce has been covered in a piecemeal fashion in other places, but we're the first to put it all together in one easy-to-read coherent package. That's what our readers seem to be responding to."



The Computerworld Journals Group was established earlier this year to develop a family of publications that target specific reader needs for building, deploying and managing distributed computing environments. All U.S. readers of *Computerworld* receive these publications as part of their annual subscription. **James Hussey** serves as the group's associate publisher.

A growing lineup

Computerworld Electronic Commerce Journal joins a growing lineup of offerings from the Journals Group, which now includes:

•*Computerworld Client/Server Journal* (launched in August 1993)

Vertical industry publications:

- *Computerworld Financial Services Journal* (launched April 1996)
- *Computerworld Healthcare Journal* (launched April 1996)
- *Computerworld Telecom Journal* (to be launched June 1996)
- *Computerworld Retail Journal* (to be launched June 1996)

A second issue of *Computerworld Electronic Commerce Journal* is scheduled to appear in September. Similar in format, the issue will focus on electronic payment, payback strategies and Web technology challenges among other things.

For more information contact Alan Alper at alan_alper@cw.com.

Job Opportunities
Monday, May 20, 1996

Features Editor (CIO)

The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus, assist in the idea-generation process, and write occasional short items. Three years of feature editing experience is required. *Location: Framingham, MA*
Contact: P. Reilly-Lemire Ph: 508-935-4734 Fax: 508-935-4600 Internet: patty_reilly@idg.com

Research Intern (CIO)

The Summer Research Intern for the Marketing Department will assist with a variety of research projects. Responsibilities include providing sales staff with customized information, developing and implementing studies, developing spreadsheets for analysis, gathering and disseminating market information, and providing general administrative duties. Ideal candidate will have a BA in marketing or a research related field, 1-2 years experience, proficiency in Microsoft Word, familiarity with Telmar software, Excel, Pagemaker, PowerPoint and a knowledge of Intelliquest and Simmons studies. *Location: Framingham, MA*
Contact: A. Jones Ph: 508-935-4315 Fax: 508-935-4600 Internet: alana_jones@idg.com

Receptionist (2), PT (CW)

We are looking for 2 part-time receptionists. Both positions will be approximately 25 hours per week. Responsibilities include answering telephones, greeting visitors, managing calendars, word processing tasks, and a variety of other projects. Must posses an exceptional phone manner and be computer (PC) literate.
Location: Irvine, CA
Contact: T. Lehane Ph: 415-548-5532 Fax: 415-347-8312 Internet: tish_lehane@cw.com

Sales Associate (CW)

The individual in this position will provide support to a District Sales Manager. Candidate must be goal oriented with a desire to work in a fast paced sales environment. Excellent communication skills are necessary. Two years administrative experience and computer literacy in Windows environment required. BA preferred.
Location: Irvine, CA
Contact: T. Lehane Ph: 415-548-5532 Fax: 415-347-8312 Internet: tish_lehane@cw.com

Graphic Design Manager (IDC)

The Graphic Design Manager will provide graphic design, layout, and project management for the IDC fact sheets, brochures, advertising, product packaging, conference/trade show promotional pieces, and adhoc projects. Candidate must be creative, able to multi-task, and be a hands-on manager to a small graphics department. Requires 5-7 years of design and management experience as well as proficiency in Quark Express, Delta Graph, Persuasion, PowerPoint, Photo Shop, and Illustrator on a MAC and PC. Experience with Macromind Director preferred. *Location: Framingham, MA*
Contact: D. Bernardi Ph: 508-935-4361 Fax: 508-935-4610 Internet: dbernardi@idcresearch.com

Production Coordinator (IDC Gov't)

The individual in this position will edit written research, produce layout in MS Word, and manage the production process through printings and mailings to clients, including electronic delivery. Candidate must be proficient in MS Word and have a BA with 2-4 years of relevant experience. Experience in PowerPoint, Excel, Lotus Notes, Quark, and Illustrator would be very beneficial. *Location: Falls Church, VA*
Contact: A. Clements Ph: 703-876-5044 Fax: 703-876-5177 Internet:

Administrative Assistant/Receptionist (IDG Asia)

The individual in this position will support three IDG Asia employees and handle receptionist duties. Candidate must have 3-5 years office support experience, computer knowledge, and excellent telephone and organizational skills. A professional demeanor is required as on occasion IDG's executive staff share the same offices and may require some light assistance. *Location: San Mateo, CA*
Contact: C. Neumann Ph: 415-312-0501 Fax: 408-269-7109 Internet: carla_neumann@ccgate.infoworld.com

Job Opportunities
Monday, May 20, 1996

Catalog Coordinator (IDG/B)
The individual in this position will update and maintain the "On-line Bookshelf," a database of all current IDG Books' titles on the Website(s). Responsibilities include writing descriptive features/benefits copies, utilizing the hard-copy catalog, working with marketing to position text to reader audience vs. channel audience, and creating and documenting all necessary links. Candidate must have a marketing background, strong proofreading and communication skills, and experience with DB applications, MS Word, and HTML for the WWW.
Location: Foster City, CA
Contact: P. Levenduski Ph: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Mailroom Coordinator (IDG/B)
The mailroom coordinator will receive and distribute all incoming mail. Responsibilities include weighing, addressing, and labeling outgoing mail using the mail meter, Fed-ex computer, and DHL computer. This position requires 2 years experience in office support and mailroom coordination with exposure to a computerized tracking system. Candidate must be able to lift 50 pounds and pull 365 pounds on a utility cart on a routine basis.
Location: Indianapolis, IN
Contact: J. Maroney Ph: 317-596-5259 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Copy Editor, Dummies (IDG/B)
The individual in this position will be responsible for editing the manuscripts at the text level; author contact at the text level; convention sheet management. Requires a BA/BS coupled with writing and editing experience. Candidate must have a knowledge of computers and previous publishing experience. *Location: Indianapolis, IN*
Contact: J. Maroney Ph: 317-596-5259 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Developmental Editor (IDG/B)
The Developmental Editor will develop books conceptually and manage the writing and editing process in order to ensure smooth and timely publication of PC Press titles at a quality level consistent with IDG Books standards. BA in English, Journalism, or related field required. *Location: Indianapolis, IN*
Contact: J. Maroney Ph: 317-596-5259 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Proofreader (IDG/B)
The individual in this position will proof pages for spelling and grammar and will make corrections to blueline proofs. Candidate must quickly gain a working knowledge of designs for all IDG Books Worldwide's book series. Proficiency in PageMaker, Word, and Filemaker Pro on a Macintosh platform required. *Location: Indianapolis, IN*
Contact: J. Maroney Ph: 317-596-5259 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Distribution Fulfillment Analyst (IDG/B)
The Distribution Fulfillment Analyst will prepare monthly analysis and coordinate annual budgets and forecasts for the operations, distribution, and fulfillment departments. This position requires a BS/BA in accounting, Finance, or equivalent with 4 years experience in financial analysis and at least 2 years in the distribution and fulfillment industry. *Location: Foster City, CA*
Contact: P. Levenduski Ph: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Production System Specialist (IDG/B)
Macintosh "Guru" needed to support the production department in hardware and software troubleshooting, upgrades, maintenance, building and maintaining vendor relationships, maintenance of in-house procedural database and information stored on the file server. The individual in this position will also assist in Macintosh hardware and software training and the management of media archive and pre-press teams. Minimum of 3 years experience in desktop publishing software, archiving, and backup procedures required. *Location: Foster City, CA*
Contact: P. Levenduski Ph: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Job Opportunities
Monday, May 20, 1996

Fulfillment Systems Manager (IDG/Newsletters)

The individual in this position will ensure that al technical aspects of IDG Newsletter's in-house fulfillment system meets critical fulfillment and publishing requirements. Candidate must have excellent PC Skills, familiarity with a LAN environment and a variety of software packages (spreadsheets, word processors, databases, and Windows 3.x and 95). Excellent problem solving skills, ability to effectively communicate problems/challenges with colleagues, and ability to handle multiple tasks in a deadline oriented environment are required. *Location: Boston, MA*
Contact: P. Fowler Ph: 508-935-4796 Fax: 508-935-4600 Internet: piper_fowler@idg.com

Research Assistant, Advertising Analysis (IDG/Rsch)

The individual in this position will coordinate and maintain the research report request process. Responsibilities include overseeing database integrity, interacting with clients and vendors to interpret and relay needs, maintaining departmental records, contributing to a variety of ongoing projects, and providing general clerical support. Candidate must work independently, be extremely detail oriented, and be highly organized. Macintosh experience with 1-3 years relevant experience preferred. *Location: Framingham, MA*
Contact: A. Jones Ph: 508-935-4315 Fax: 508-935-4600 Internet: alana_jones@idg.com

Art Director, PC Games (IFTW)

The Art Director will be responsible for art directing the magazine, photo shoots, and all collateral. Fluency in Mac DTP, specifically Freehand, Illustrator, Photoshop, and Quark Xpress, required. Candidate must have an interest in gaming, be very organized, fast, accurate, and operate as a team-player. 4-5 years experience required. If you can handle the heat and do not mind having a ton of fun while you're at it, let us know!
Location: San Mateo, CA
Contact: J. Ma Ph: 415-286-2555 Fax: 415-349-5279 Internet: jma@iftw.com

Customer Support Administrator (PT) (ISG)

The individual in this position will be the initial point of email and phone contact for "club" members to report problems. Responsibilities include providing solutions to support requests and resolving billing issues. Candidates must have excellent communication skills, be customer service oriented, have experience with PC and Macintosh computers, Windows and WWW browser software, Internet applications, and have WWW server HTML authoring experience. This is a part time position (20hrs/wk) that may be structured as a telecommuting position allowing the individual to work from home. *Location: San Mateo, CA*
Contact: C. Neumann Ph: 415-312-0501 Fax: 408-269-7109 Internet: carla_neumann@ccgate.infoworld.com

On-line Editorial Director (Macworld)

The On-line Editorial Director will develop and articulate the future direction of the Macworld web site as a part of the overall Macworld Communications Inc. product line. The individual in this position will lead the implementation of strategies and champion and lead the Macworld on-line web site in providing the highest quality interactive value added content to its users. *Location: San Francisco, CA*
Contact: Shelly Ginenthal Ph: 415-978-3203 Fax: 415-442-0766 Internet: shelly_ginenthal@macworld.com

On-line Production Assistant (Macworld)

The On-line Production Assistant will help prepare material for the Web and America On-line. The individual in this position will also work closely with supporting the Ad Sales staff with the production work associated with getting ads up and on-line. Extreme attention to detail, familiarity with the Mac as well as experience with Filemaker Pro and Photoshop are required. *Location: San Francisco, CA*
Contact: Paul Devine Ph: 415-978-3247 Fax: 415-442-0766 Internet: paul_devine@macworld.com

Associate Global Marketing Product Support (NW)

The individual in this position will work closely with and report to our Sr. Global Marketing Services Manager to plan and coordinate the Network World Global Support Center. Responsibilities include administrative support on the coordination of the annual product line meeting and global research projects. Candidate must be extremely detail oriented, posses meeting planning experience, and be able to handle a wide variety of duties. Some overseas travel may be required. *Location: Framingham, MA*
Contact: M. Cornetta-Brown Ph: 508-820-7474 Fax: 508-820-3340 Internet: mbrown@nww.com

Job Opportunities
Monday, May 20, 1996

Assistant Art Director (NW)

Seeking an Assistant Art Director with 5+ years experience in publishing. Strong layout skills a must. Should have proven illustration talent and ability to design with type. Candidate must have demonstrated ability to handle all aspects of publication design. Proficiency in Quark, Freehand, and Photoshop necessary.
Location: Framingham, MA
Contact: D. Volpe Ph: 508-820-7472 Fax: 508-820-3340 Internet: dvolpe@nww.com

Graphic Designer (NW)

Seeking a graphic designer with 2-3 years publishing and infographics experience to join our 4-color weekly trade publication. Must be have excellent type skills and be proficient in Freehand, Photoshop, and Quark. Strong layout and Illustration skills a plus. *Location: Framingham, MA*
Contact: D. Volpe Ph: 508-820-7472 Fax: 508-820-3340 Internet: dvolpe@nww.com

Sales Manager/Strategic Partnerships (NW)

The individual in this position will sell and manage the partner relationships with both vendors and licensees for numerous activities of the Network World Professional Development Group. Responsibilities include prospecting, selling, and managing all aspects of the sponsorship programs relating to the NWW Technical Seminars. This position will also be involved in the licensing of our seminar programs and NetDraw software products to various international licensees. Candidates must have successful inside/outside sales experience and excellent organizational, follow-through, and relationship building skills. 30% travel required. *Location: Framingham, MA*
Contact: M. Cornetta-Brown Ph: 508-820-7474 Fax: 508-820-3340 Internet: mbrown@nww.com

Executive Editor, Features & Special Reports (PCW)

The Executive Editor will plan and supervise the editing of PC World's features, columns, and special reports. Responsibilities include contributing to issue planning and overall editorial strategy, managing the features department staff, representing PC World and its editorial mission to readers, advertisers, and the PC industry, meeting regularly with vendors for beat coverage, and ensuring cordial, professional relations with the PC industry at large. Outstanding editing and writing skills, a knowledge of the PC market, ability to manage a workgroup to deadlines, excellent organizational, management, and communications skills are required. Candidate must have a BA in English/Journalism or equivalent with 5+ years in editorial management experience. *Location: San Francisco, CA*
Contact: C. Baskin Ph: 415-267-1739 Fax: 415-974-7316 Internet: cathy_baskin@pcworld.com

Associate Editor, Netscape World (Web)

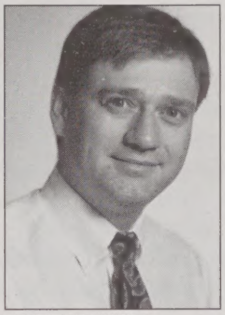
The Associate Editor will develop and produce news, assign and edit features and columns, and act as a representative of Netscape World at tradeshows, press conferences, and meetings with news sources. Candidate must have a familiarity with the Internet market and its applications, excellent writing, analytical, and phone skills, a working knowledge of a word processing program, and the ability to work well with others. Previous experience as a reporter for a news daily or weekly and a working knowledge of the computer industry, applications, and/or programming required. *Location: San Francisco, CA*
Contact: M. McCarthy Ph: 415-267-1727 Fax: 415-267-1732 Internet: mike_mccarthy@sunworld.com

Technical Editor, Netscape World (Web)

The Technical Editor will develop timely and high quality editorial copy in Netscape World including news, feature articles, how-to articles, and columns, and act as a representative of Netscape World at trade shows, press conferences, and other meetings. 4 years editorial experience in computer journalism and publishing with a knowledge of the Internet market required. Candidate must have excellent writing, analytical, and phone skills, a working knowledge of a word processing program, and the ability to work well with others. Creativity and self-motivation a must. *Location: San Francisco*
Contact: M. McCarthy Ph: 415-267-1727 Fax: 415-267-1732 Internet: mike_mccarthy@sunworld.com

IDG Employees Display STAR Appeal

McLAUGHLIN



BODENMANN

SHEEHAN

Due to record snowfall and a wicked winter in New England, the awards presentation for the IDG Boviard STAR Awards — originally slated for December — was postponed until March. No less deserving for the delay, however, were winners **Myles McLaughlin**, **Jeff Bodenmann** and **Nancy Sheehan**, who were recognized for their STAR performances — providing superior Service, Teamwork and Results.

The STAR Awards, given twice annually, and renamed in 1994 in memory of IDG Corporate Credit Manager **Jay Boviard**, are traditionally presented in conjunction with the IDG East Coast summer and winter company outings.

Myles McLaughlin: team player

Myles McLaughlin, a network technology specialist in IDG's Information Services department, celebrates his second anniversary with the company this month. Myles was recognized by his clients and colleagues for embodying the three tenants of the STAR award.

"Myles is always willing to straighten the problem out, and even if he can't do it, he makes sure it gets done," one client said. He does so with a positive attitude and an approachable work style, making his clients comfortable asking for help and getting the answers they need to do their jobs.

Jeff Bodenmann: superior service

Previously an account director at J. Walter Thompson, Inc., **Jeff Bodenmann** joined IDG Marketing Services' Stamford, Conn., office in July 1994 as a director of national accounts.

The high level of service that Jeff has been recognized for providing enhances the value of IMS to both its outside clients and IDG business units. The interface between advertising clients and individual publications that Jeff facilitates is critical to the success of all parties. "Jeff works tirelessly to include involved publication associates in every phase of his efforts with key clients," his nomination read.

Jeff's work with AT&T, Computer Associates, Sprint and DEC was cited as particularly successful. "A determined professional and a skilled negotiator, Jeffs results are always impressive," one colleague said.

Nancy Sheehan: invaluable advisor

Group controller for IDG since 1988, **Nancy Sheehan** also touches a wide expanse of the IDG universe. She has been recognized for her proactive work style and for fostering a sense of teamwork within the business units she represents. "Her advice and commitment to our success has been invaluable," one client said.

Nancy, who joined IDG from Diamond Acceptance Corp., where she was manager of accounting operations, is credited with devising effective solutions to the financial requirements of the business units she works with. This type of service is something her clients have come to depend on.

MULTIMEDIA WORLD

continued from page 1

spending is up in larger publications, such as *PC World*, since multimedia is now common across all platforms.

The *PC World Multimedia Edition* will be delivered to all *Multimedia World* subscribers and will become *PCW*'s standard newsstand edition. *PCW*'s readers have asked for greater multimedia coverage than they get in the *PCW Special Reports*, Marino said, and he expects subscribers will steadily gravitate to the *PCW Multimedia Edition*.

Other IDG publications that use content from *MMW* should not be affected by the new arrangement. "We're still going to have dedicated multimedia editorial, we're still doing Multimedia World online and plans are to continue producing the MMW CD-ROM," Marino said.

There will be a number of opportunities for the *Multimedia World* staff on the demographic edition team and in another upcoming *PCW* project. "With those, and with the numerous open positions within IDG, we are confident that everyone affected by this decision will continue to have a place within the IDG family," Marino said.

ADDRESS CHANGES

The address for IDC Argentina's new team of analysts (see story page 4) is as follows:
La Valle 715, 7-B, 1047, Buenos Aires, Argentina
tel: 541-322-3159 fax: 54-1-322-2306
Internet: oliveros@ubetec.edu.ar

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

The main telephone number for IDC U.K. was listed incorrectly in the April 29 issue of *IDG World Update*. The correct number is 44-181-995-8082.

The departmental fax numbers for IDC U.K. are as follows:
At 2 Bath Road, Chiswick, London, W4 1LN:
Desktop Group: 44-181-995-1060
Commercial Systems/Storage/IT Markets:
44-181-995-2172

At 6 Dukes Gate, Chiswick, London, W4 5DX:
Sales: 44-181-995-7224
Banking and Finance Expertise Center/Financial Services:
44-181-987-9065

NOTEWORTHY

PROMOTIONS

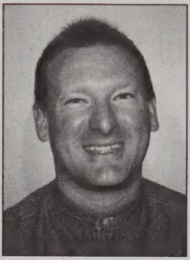
REED

InfoWorld Editor-in-Chief **Sandy Reed** has been promoted to vice president and editorial director of InfoWorld Publishing Co. She assumes her new responsibilities following **Stewart Alsop**'s resignation to join a venture captial firm.

"We know that Sandy will continue our momentum and lead *InfoWorld* and InfoWorld Publishing to new heights of success," said InfoWorld President/CEO **Jim Martin**. "It's a great pleasure to have her advice and counsel applied to her new role over all *InfoWorld* editorial operations."

Meryl Salter, formerly project manager for IDC U.K.'s Consulting Program, has been promoted to Pan-European marketing manager for IDC Europe. Meryl will work out of IDC's Chiswick, London, office. A graduate of Pitzer College in Claremont, Calif., Meryl studied sociology and art.

NEW EMPLOYEES


FORD

Bob Ford has joined IDG Newsletter Corp. as director of business development. "The addition of Bob to the executive management team will ensure our mission as the leading newsletter publisher of information technology," said IDG Newsletter's Publisher **Joe Pierce**.

Prior to joining IDG Newsletters, Ford held the position of strategic relations manager for a Kentucky-based newsletter publisher. He will continue to work from his Louisville, Ky., office.

PATTERSON

IDG WORLD UPDATE

Jeff Patterson is a director of national accounts for IDG Marketing Services/U.S., based in Framingham, Mass. Prior to joining IMS, Jeff was publisher of *EDN Magazine* at Cahners Publishing. He has a B.A. in theater from the University of California/Berkeley.

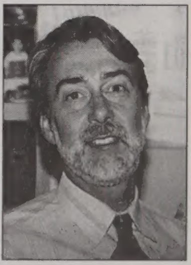
Having worked at InfoWorld as a temporary employee since last September, **Cynthia Lemus** is now a full-time receptionist at the San Mateo, Calif., office. She enjoys spending her non-work hours with her two young children.

Joe Jansen is a copy editor for IDG Books in Indianapolis. His writing has appeared in the *Indianapolis Star* and *Arts Indiana* magazine, among other publications. Most recently a patient placement coordinator at St. Vincent Health Services, Joe earned a B.A. in political science from Indiana University. Outside the office he enjoys time with his daughter Audrey and skydiving.

Stephen Beale has signed on as senior associate editor and news coordinator at *Macworld* in San Francisco. Most recently executive editor of *Micro Publishing News* and its sister publication, *Digital Imaging*, Steve has a B.A. in journalism from Temple University. He enjoys jazz, reading science fiction and writing, although Steve admits "nothing publishable yet!"

SAIA

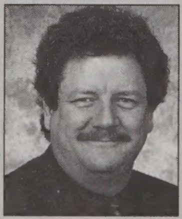
Computerworld welcomes **Richard Saia** as associate editor for the Management section. Before joining *CW* in Framingham, Rick was news editor for *The Call* in Woonsocket, R.I. He received a B.S. in journalism from Suffolk University and completed some graduate work in news media management at Northeastern University. A sports enthusiast, Rick also leads a children's liturgy at his church.


JAHNKE

IDG WORLD UPDATE

Arthur Jahnke has signed on as a senior editor at *WebMaster* in Framingham. Art previously spent 12 years at *Boston* magazine, most recently as editor in charge of new media and special projects. He has a master's in journalism from Boston University and a B.A. in English from the University of Connecticut. An experienced writing instructor, Art will be teaching a class on writing for new media at Harvard Summer School.

STEWART ALSOP VENTURES FORTH


STEWART ALSOP *will maintain ties to InfoWorld.*

Stewart Alsop, former executive vice president of InfoWorld Publishing Co., announced last week that he has accepted a partnership position with New Enterprise Associates, a venture capital company headquartered in Baltimore, Md. Stewart will work out of the company's Menlo Park, Calif., office.

Stewart, whose resignation is effective June 14, will continue to write his popular weekly column, "Distributed Thinking," for *InfoWorld*. He will also retain his role as executive producer of IW's Agenda conference.

"We are going to miss the industry leadership that Stewart has provided to this company for almost a decade," said Jim Martin, president and CEO of InfoWorld Publishing. "All of us at InfoWorld know Stewart will be a huge success in his new role, but we are excited that we could arrange to keep our relationship a strong one by continuing his influential column and maintaining our relationship on Agenda."

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Ann Clark - IDC

FIFTEEN YEARS
Colleen Hayes - Computerworld

TEN YEARS
Bob Ostrow - PC World

NINE YEARS
Lonnie Gee - Infotainment World
Patricia Powers - Computerworld
Julia Blelock - IDC/LINK
Michael Deutsch - IDC

EIGHT YEARS
Bruce Buckman - IDG New Zealand
Don St. John - Infotainment World
Steve Moylan - InfoWorld
Vicki Peilen - PC World
Claudia Smuckler - Multimedia World
Jose Luis Becerra - IDG Mexico

SIX YEARS
Judy Mallman - InfoWorld
Cathleen Gagne - Computerworld
Adele Lee - Computerworld
Charlotte Trim - IDG France
Gigi Wang - IDC

FIVE YEARS
Rob Rubright - Infotainment World
Marcel Forte - Macworld
Gary Byrne - IDC

FOUR YEARS
Gary Palmer - InfoWorld

THREE YEARS
Susanna Hoffert - Infotainment World
Cindy Penrose - Infotainment World
Steve Martin - InfoWorld
Cathryn Kelly - IDG
Kelly Kavanagh - IDC Government
Victoria Martin - FCW Govt. Tech. Group
Tracey Corbo Sasseville - IDC

TWO YEARS
Peter Kane - IDG New Zealand
Anthony Lukban - Infotainment World
Roger Haug - IDG Norway
Yana Kouznetsova - IDG New Zealand
Tom Young - InfoWorld
Margaret Steen - InfoWorld
Eric Zimmerman - Computerworld
Jennifer Brickhill - Computerworld
Kathleen Sturtevant - IDG
James Sullivan - IDG
Elisabeth Rainge - IDC
Jan Morgan - IDC
Terri Mitchell - Network World
Virginia Lehr - Network World

ONE YEAR
Jon Robinson - Infotainment World
Jan Tore Kjaer - IDG Norway
Jennifer London - InfoWorld
Michael Goldberg - Computerworld
Elizabeth Bowen - Computerworld
Howard Baldwin - Macworld
Stephen Cervieri - IDG
Heather Holmes - IDG Newsletters
Philip Bilbao - IDG Newsletters
Kristin Follin - FCW Govt. Tech. Group
Tina Carter - IDG Books
Ron Hull - IDG Books
Matt Toolan - IDC
Robert Gagnon - IDC
Rick Miller - IDC
Caryn Andruski - IDC

TELEPHONE CHANGE

Telephone numbers in Beijing now have an extra digit; a "6" should be added after the city code. For example, IDG China's telephone number has been changed from 8610-857-7252 to 8610-6857-7252.

CW/IW PROFIT MARGIN REPORT:

SIX-MONTH YEAR-TO-DATE
OCTOBER 1995 - MARCH 1996

Top Third 1	China Computerworld Computerwoche (Germany) Computer Sweden Computerworld Bulgaria China InfoWorld	Computerworld Hungary Computerworld Danmark Computerworld Poland Computerworld (U.S.) InfoWorld (U.S.)
Middle Third 2	Computerworld Norge (Norway) Computerworld España (Spain) Computerworld Mexico Computerworld Argentina Computerworld Singapore	Computerworld Malaysia Computerworld Monitör (Turkey) Computerworld New Zealand Computerworld Hong Kong Computerworld Brasil
3 Lower Third	Computerworld Schweiz (Switzerland) Computerworld Australia Computerworld Czech Republic Le Monde Informatique (France) Computerworld/InfoWorld Taiwan	Computerworld Venezuela ComputerWelt (Austria) Computerworld Italia (Italy) Corporate Computing (Sweden)

LEADERS OF THE PACK

COMPUTERWORLD

China Computerworld logged the highest profit margin for the six-month period October 1995 to March 1996, while Computerworld Singapore reported the greatest improvement in profit margin for the same six-month period.

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

CELEBRATING 10

Janell Brown

HOME: San Jose, Calif.

JOINED INFOWORLD: 1985 as office services coordinator

CURRENT TITLE: Office services coordinator

BEST PART OF YOUR JOB: Not having the same day twice since I started in August 1985.

MOST CHALLENGING PART OF YOUR JOB: Not having the same day twice since I started in August 1985.

MOST REWARDING THING YOU'VE EVER DONE: Raising a child who is kind and loving, which is always an accomplishment.

MOST MEMORABLE THING THAT'S EVER HAPPENED AT WORK: A few years back I saw someone hit [then-IW-publisher] Jonathan Sacks' Corvette in the parking lot and try to drive off. I caught the person and made him go back and settle with Jonathan.

DID YOU EXPECT TO BE AT IW FOR 10 YEARS? I did, because I wanted to have dinner with Pat McGovern!

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE: A fire extinguisher!

INTERESTS OUTSIDE THE OFFICE: Walking and spending time with my son at the park.

WORDS TO LIVE BY: "It is better to give than to receive."

MANAGER'S PROFILE: "Janell and I have worked together for more than 10 years, and what most impresses me about her is her total commitment to quality customer service. She always has the company's best interests at heart and makes sure our employees are well taken care of."

*- **Steven Brown**, facilities manager, InfoWorld*

IDG CHAIRMAN PAT McGOVERN ESCORTED JANELL BROWN TO *dinner at the Ritz-Carlton in San Francisco in honor of her decade of service to InfoWorld.*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 44 research centers worldwide. IDG currently produces more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

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May 27, 1996

ISS COMES TO ASIA COURTESY OF WORLD EXPO/ASIA AND IDG SINGAPORE
PAGE 2

ONLINE: JIM MARTIN SHARES SECRETS OF INFOWORLD'S SUCCESS
PAGE 3

SOUTH AFRICAN LICENSEE GIVES IPS EXECUTIVE A CRICKET LESSON
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Long Range Planning Reports Focus on Global Market Trends

"IT information services will need to become a lead technology user, and will likely prove to be a bellwether for overall electronic services usage. In this sense, IDG's business and that of the overall IT industry are becoming much more deeply intertwined. Unless IDG can take advantage of the emerging global cyberspace, most of the truly great oportunities of the network-centric era will likely prove elusive."

— Concluding thought of the IDG Long Range Planning Executive Summary

The results are in, and the future looks bright — though not without challenges. Such are the conclusions of the 16 IDG employees who spent the last six weeks gathering information in three key areas designed to provide IDG managers with insight into the most significant dimensions of IT market development through the end of this decade.

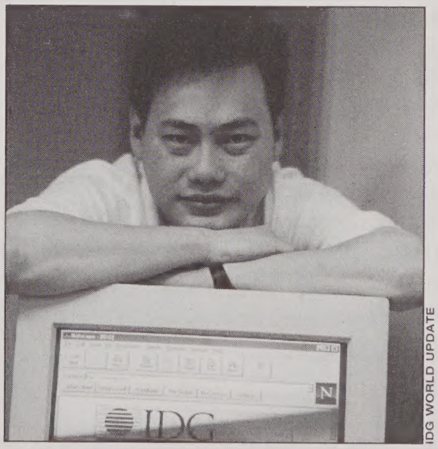
After a one-year hiatus, the Long-Range Planning reports are back — but don't check the mail for your binder. This year's reports are being made available via a password-protected Web site that offers a number of advantages over its paper-based predecessor.

- A threaded discussion allows employees to engage in an ongoing dialogue regarding the information contained in the reports.
- The database is fully searchable.
- A link to the home page of every company mentioned in the reports is provided.

The reports, which will also be accessible via Lotus Notes, examine three key areas of interest to IDG managers:

- Enterprise Information Systems in the '90s
- Home and Home Office Market
- IDG's Top Global Customers

In addition, a section focusing on the



IDG WORLD UPDATE

ROBERT CHANG, DEVELOPER OF THE *Long Range Planning application, rests on his monitor, but not his laurels. The group hopes to have the IDGComm/IDGExec applications on its Global Communications Web site soon.*

•CONTINUED PAGE 5•

IDG Puts Internet Show Hopes on ICE

Focus on Internet commerce and intranets will distinguish ICE from competitors

With a focus on intranets and Internet commerce, and a plan to closely link the conference and the show floor, IDG's new ICE team is distinguishing its product in a crowded Internet show market.

Internet Commerce Expo (ICE) is scheduled for Sept. 9-12, in Anaheim, Calif. It's also the name of the business unit based in Framingham, Mass., headed up by President **Ron Milton**.

ICE
INTERNET COMMERCE EXPO
INTERNET SOLUTIONS FOR THE ENTERPRISE
CONFERENCE: SEPT. 9-12, 1996
EXPO: SEPT. 10-12, 1996
ANAHEIM CONVENTION CENTER
ANAHEIM, CALIFORNIA

"ICE is a very good example of how IDG Expositions will start new, focused market, event-based businesses," Milton said. "ICE will grow a focused brand within a busy [Internet] market, just as the publications do under the IDG Communications umbrella."

ICE's tag line is "Internet solutions for the enterprise." The event will con-

•CONTINUED PAGE 4•

IN BRIEF

IDC Librarians Showcase Bestsellers on Both Coasts

DANA MILLER

IDC LIBRARY STAFF HOSTED EMPLOYEES AT THE SIXTH *annual Special Librarians Day. (From left):* ***Avery Rosemark,*** *librarian;* ***Dee Clarke,*** *librarian;* ***Merrill Walsh,*** *library director and* ***Amy Lufkin,*** *library clerk, staff the library at 5 Speen Street.*

IDC's Framingham staff celebrated the sixth annual International Special Librarians Day last month with library tours, refreshments and a trivia contest. As part of Special Libraries Week, Special Librarians Day was established to recognize the efforts of librarians around the globe.

IDC Librarian **Merrill Walsh** headed up the day-long effort at 5 Speen Street, welcoming the hordes of IDC employees who visited the library. Financial Analyst **Debbie Clifford** won a vintage bottle of wine for her correct answers in the library trivia contest and door prizes went to Senior Research Analyst **Helen Dragoon**, PR Manager **Hil-lary DeMello** and Program Director **Rick Villars**. In addition to librarian-guided tours of IDC's facility, employees received bookbags and bookmarks.

Sara Lake, the librarian for IDC West in Mountain View, Calif., also organized a reception for employees in recognition of Special Librarians Day. 🖳

IDC LIBRARY TRIVIA: HOW DO YOU STACK UP?

A) How many books are in the IDC library collection at 5 Speen Street in Framingham, Mass.?
B) How many magazines does the library subscribe to or receive regularly?
C) How many clients use the library in an average month?
D) How many reference inquiries does the library receive per month?
E) How many books are currently circulated?

A) 2,100 B) 225 C) 33 D) 68 E) 58

Information Superhighway Summit Debuts in Asia

IDG World Expo/Asia and IDG Singapore are collaborating on the region's first Information Superhighway Summit (ISS), which will be held Sept. 2-5 at the Raffles City Convention Center in Singapore. The event will be an opportunity for the architects of Asia's global and national information infrastructures (NII) to showcase their countries' IT plans. It will also enable IT professionals and businesses to present their contributions toward building the information superhighway in Asia's rapidly growing economies.

The term "national information infrastructure" encompasses the wired and wireless interactive networks of businesses, carriers, schools, communities, government agencies, online services and the Internet.

ISS Asia '96 is expected to draw 100 companies and 50,000 attendees to the exposition component. There will also be one day of pre-conference tutorials and a three-day conference for more than 600 delegates. The conference will include overviews of the NIIs in Singapore, Australia, Thailand, China, Korea, Malaysia, Taiwan and Japan.

Singapore was selected as the venue for ISS Asia due to its strategic location within Asia, its advanced IT infrastructure, and strong government support. The National Computer Board of Singapore is hosting ISS Asia, and the Telecommunications Authority of Singapore and the Singapore Trade Development Board are among the groups endorsing the event.

Information Superhighway Summit Asia
September 2-5, 1996
Raffles City
Convention Centre
Singapore

"ISS Asia will serve as a forum to coordinate the efforts in IT development of many countries in the region," said **Gary Fung**, vice president of IDG World Expo/Asia and associate director of IDG Asia. "The goal is to ensure a unified approach in constructing an information infrastructure and an efficient information flow within Asia and with countries outside Asia."

For more information, contact ***Rosalynn Chua,*** *division manager, IDG Singapore,tel: 65-345-8383, fax: 65-345-7097, or e-mail: issasia@singnet.com.sg. Check out the ISS Asia Web site at http://www.idg.com.sg/issasia96/.* 🖳

ADDRESS CHANGE

Delta Graph, IDG's Greek licensee, has moved its offices. The new address is:

1 Diogenous & Chlois St.
Metamorfosi, 144 52
Athens, Greece

Tel: 301-284-9060/1/2
Fax: 301-284-9064

ON LINE

JIM MARTIN

InfoWorld's president and CEO is this week's columnist. Part 1 of this column appeared in the May 20 issue.

Q What are the biggest challenges facing InfoWorld in the months ahead?

A The biggest challenge is maintaining our surging advertising page and revenue marketshare performance due to the circulation and editorial investments we made earlier in the fiscal year, while still reaching IDG's financial expectations of us for the year. We had an extraordinary third quarter, and if the fourth quarter follows our forecasts, we will hit our numbers for the year. But, Softbank and *PC Week* do not seem to be worried about cash flow, net profits before tax, or any of the other metrics applied to business units in more rational publishing companies. Our goal is to move ahead of *PC Week* in marketshare and in industry dominance in 1997. We will need to focus on editorial, circulation, sales and customer service above all else. Those critical components of our winning strategy require continued heavy investment regardless of IDG expectations for ever higher profits. With IDG's support, we can, for the first time ever, and within a reasonable amount of time, take over the leadership position against an entrenched competitor.

As the former president/publisher of Macworld, what do you think about the recent announcement that Apple will license its operating system to IBM?

Colin Crawford is the best person to ask about this new development. However, let me say that Apple needs radical medicine and a tighter focus. I was very impressed with the turnaround strategy Dr. Gil Amelio announced at Apple's Worldwide Developers Conference. Apple missed the boat by not committing to an aggressive licensing strategy in the late 1980s. My expectation is that Apple and/or IBM, via their licensing accord, will be able to sign up one or two critical manufacturers such as Gateway or Dell in the next year. All-in-all, I have great faith in the loyalty of Macintosh users, in the determined efforts of Dr. Amelio and Apple employees worldwide to continue creating great products, and in Apple's ability to provide an alternative platform which has always been essential for keeping Microsoft and Intel paranoid enough to keep prices low and the pace of innovation high.

***PC Week* puts some of its best editorial material on its Web site before running it in the print publication, possibly weakening the urgency readers may feel to pick up the weekly product. What is IW's strategy for balancing the needs of a daily online news service against those of a weekly print publication?**

This is a very big mistake since online advertising revenue has not materialized, nor will it to any significant degree for several years. Undermining the print publication by obviating its need to readers is short-sighted. However, some of the new technologies being embedded into *PC Week*'s Web site such as radio broadcast capabilities will be helpful in adding personality and interactive links to its readers.

Our goal at InfoWorld is to create a powerful information service that combines the value of our newspaper and the immediacy of online so that readers won't "read" us just once or twice per week. Rather, we'd like to give them every reason to come back time and time again during the week to either medium. If we do this well, we can convert many readers to some form of a paid model (newspaper + online) from a controlled circulation service (newspaper only) by providing a valuable package of services for those who join the InfoWorld "club."

There seems to be a growing number of high-profile well-funded Silicon Valley online start-ups. How do *IW* and IDG's other publications in the Bay Area compete against these glamorous start-ups to attract and retain talented staff?

Retaining talented staff requires that all of us become even more sensitive to a human being's desire for recognition, desire to contribute to something successful, skill development and business education, personal growth and financial rewards. Start-ups are sexy, but highly risky and much harder work than many people realize. Virtually every IDG business unit is working under a mandate to grow. That means we all must make the core products and services better, and nurture the entrepreneurial spirit by building new products and services. Within InfoWorld, and IDG, there are many opportunities for talented people to sate their ambitions and fulfill their dreams. The rapid growth of IDG's ESOP in recent years, and significant upside for its value in the years ahead, can mean significant wealth creation for thousands of IDGers without the risk and public scrutiny public companies face. Just as IPO values go up — they often come screaming back to earth, washing out the gains and hard work of so many valuable people. IDG's ESOP value has never gone down!

Even with a large (and expensive) circulation increase, you have said you expect InfoWorld to make plan this year. How will you do this?

The decision to make a multimillion dollar incremental investment in circulation, as well as another million dollar investment in editorial for our demographic editions, was widely discussed at all levels of InfoWorld. The overwhelming majority felt that aggressively pushing for market leadership required courage and risk-taking. During the course of the year we managed to trim some non-vital expenses, renegotiate a new agreement with our printer and make gains in productivity by raising rates more aggressively than we had budgeted while keeping our staffing levels virtually on plan. The net effect is that our revenue for the year will likely come in up almost $4 million above plan, covering almost every dollar of our incremental investment. With a little luck and some wind at our backs in the fourth quarter, we'll accomplish our goals for the year.

INTERNET COMMERCE EXPO

continued from page 1

centrate on the use of Internet technology within the two fastest growing streams of enterprise use — intranets for corporate productivity growth, and the creation of new Internet commerce initiatives for profitability as an extension of the online business strategy.

In addition to its intranet/Internet commerce theme, ICE will differentiate itself by linking the products on the show floor and the intellectual property of the conferences through the Internet Open. According to Milton, this will be the industry's largest demonstration of user applications developed for the Web.

Here's an example of how the conference/show linkage will work. One of the 75-plus conference sessions may examine how human resources applications are being developed for corporate intranets, and the presenter will talk about the theory of the application's features and functions and why it's important to have that application online to increase corporate productivity. Out at the Internet Open on the show floor, the benefits of real "online" user applications developed for the Internet will be demonstrated to attendees.

The remainder of the show floor will provide traditional product exhibits, representing the products and tools used to build the online applications and provide the online services that fuel the intranet and Internet commerce revolution.

"No other show has this kind of linkage," Milton said. "We'll have vendors of Internet products at the expo, demonstrations of real-world solutions at the Internet Open, and then experts at the conferences talking about the hottest Internet topics realting to the Open and the exhibits.

THE SEPTEMBER DEBUT OF THE INTERNET COMMERCE EXPO IS ON *track thanks to this dedicated group. Front row (left to right):* ***Sue Waring, Tracey Grogan, Linda Heilman*** *and* ***Janet Morita****. Standing (left to right):* ***Leo Leger, Herb Cabral, Steve Markman, Ron Milton, Ron Brandon*** *and* ***Doug Gold****. Not pictured:* ***Mark Caruso, Ken Norton*** *and* ***Judy Shapiro****.*

IDG WORLD UPDATE

Though the enterprise buyer is the target attendee, ICE will still appeal to a broad audience. There will be five separate conference components:

- A developers conference, including a Java/HTML developers track, sponsored by the Sun Users Group.
- Preconference tutorial sessions dealing with hot technical topics related to the intranet, Web development and Internet commerce.
- The main conference with more than 50 sessions separated into seven functional areas: Profiting from the Internet, Web Marketing, Security Solutions, Internet Software Explosion, Emerging Technologies, Intranet in Perspective and Cultural, Organizational and Legal issues.
- An IDC briefing on the Internet market outlook.
- An executive conference focusing on more strategic perspectives with a single track dedicated to three key areas: Internet Marketing and Advertising, Electronic-Selling on the Web and Intranet —The Corporate Network Redefined.

"Internet commerce is real, even though people haven't adapted to believing it as quickly as they've believed in corporate intranet implementations," Milton said. According to IDC, the volume of electronic transactions will reach $600 billion by the year 2000, and half that volume will be traded on the Internet.

Cross-company sponsorship

ICE is sponsored by *Computerworld, CIO, WebMaster, InfoWorld, Network World, Federal Computer Week* and IDC. "The event will closely follow hot topics being covered in these and other industry publications," said **Ron Brandon**, ICE director of marketing. There are six keynote speakers: Jim Barksdale, CEO of Netscape; Jim Manzi-CEO, Industry.Net; Bob Herbold, COO, Microsoft; Irving Wladawsky-Berger, general manager, IBM; Marc Benioff, senior VP, Oracle; and **Bob Metcalfe**, VP/technology, IDG. IDG business units will sponsor and participate in the Internet Open Awards, the Internet Town Meeting, the Executive Crossfire at "center-stage" and conference sessions.

For general information about ICE, call 1-800-667-4ICE or check out the Web site at: http:/www.idg.com/ice. Ron Milton is available at tel: 508-820-8661, fax: 508-370-4325, or e-mail r.milton@idg.geis.com.

CW INFORMATION MANAGEMENT TO HANDLE REGISTRATION

ICE has selected Computerworld Information Management Division to handle ICE registration, general information calls, and perform data entry and mailing fulfillment critical to the attendee marketing function. The Computerworld team will share the ICE intranet that will help speed and streamline the registration process. By direct intranet linkage to ICE, Computerworld operators can seamlessly update the ICE database that electronically feeds the registration badging process that streams securely over the internet to other ICE suppliers handling registration and operations logistics. In addition, Web surfers can access online registration and electronic payment windows on the ICE Web site and complete full expo and conference registration using credit cards online, including any of the 13 electronic payment transactions available over the Internet.

Job Opportunities
Monday, May 27, 1996

Sales Assistant (CIO)
The Sales Assistant will provide administrative support to sales staff including filing, faxing, copying, mail distribution, and ordering of office supplies. Duties will also include media kit assembly, data entry, answering phones, directing incoming calls, and arranging travel. Ideal candidates will possess strong interpersonal skills, excellent computer skills and be able to meet deadlines.
Location: Fairfield, NJ
Contact: A. Jones Phone: 508-935-4315 Fax: 508-935-4600 Internet: alana_jones@idg.com

Internship - IRS (IDC)
The Investment Research Services program is looking for an individual to assist with client support for a growing semiconductor supplier customer base. Duties will encompass extracting and manipulating data from semiconductor/end-use applications database in response to client requests and internal research requirements. Excel expertise required. Candidate must also demonstrate excellent telephone/cummunication skills.
Location: Framingham, MA
Contact: E. Martin Phone: 508-935-4649 Fax: 508-935-4610 Internet: emartin@idcresearch.com

Account Executive (IDC)
The sucessful candidate will be responsible for selling market research and consulting services for a geographic territory in the Bay area. The ideal person will be self motivated and experienced in territory development. This individual must have a minimum of 5-7 years experience in the IT industry. Candidate must have a proven track record, good comunication skills, excellent negotiation and organizational skills. *Location: Mountain View, CA*
Contact: D. Bernardi Phone: 508-935-4361 Fax: 508-935-4610 Internet: dbernardi@idcresearch.com

Receptionist (IDC/LINK)
The individual in this position will be responsible for greeting clients and vendors; managing the telephone system; maintaining the conference room schedule book; tracking outgoing mail and verifying mailing information; receiving and distributing in-coming mail; tracking attendance register for employees; and various administrative tasks on an as needed basis. Candidate must have at least 2 years of experience as a receptionist, excellent phone manner, ability to work independently and manage telephone system with minimal supervision and possess strong customer service skills.
Location: New York, NY
Contact: E. Martin Phone: 508-935-4649 Fax: 508-935-4610 Internet: emartin@idcresearch.com

List Services Assistant (CIO)
The individual in this position will provide administrative support to the List Services Manager including client correspondence, handling inquiries from list brokers, preparing monthly billing, entering list orders, and maintaining the customer database. Candidate must be energetic and well organized. Excellent phone skills are needed as well as the ability to juggle multiple tasks. Mac experience with some knowledge of Filemaker Pro and Microsoft Word preferred. *Location: Framingham, MA*
Contact: A. Jones Phone: 508-935-4315 Fax: 508-935-4600 Internet: alana_jones@idg.com

Job Opportunities
Monday, May 27, 1996

Editorial Assistant, Dummies Press (3) (IDG/B)
The individual(s) in this position will provide editorial and administrative support and perform tasks related to the publishing process as assigned. College degree required with minimum of 2 years experience coupled with excellent communication and organization skills. Proficiency in computers required with knowledge of wordprocessing, spreadsheets and databases. Publishing experience a plus. *Location: Indianapolis, IN*
Contact: J. Maroney Phone: 317-596-5222 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Editorial/Administrative Assistant, On-Line Press (IDG/B)
The individual in this position will assist the publisher and editorial staff in managing the flow of materials from authors to editors and production staff. Responsibilities also include copying of manuscripts, verifying of permissions, fact-checking, and scheduling of appointments. Candidate must be detail oriented and be proficient in computers. *Location: Foster City, CA*
Contact: P. Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Executive Assistant to the Sr. VP of WW Publishing Ops (IDG/B)
The individual in this position will provide administrative and clerical support to the Sr. VP of Worldwide Publishing Operations. Responsibilities include special projects and reports involving collecting statistical data and information and then analyzing and reporting the results. Degree preferred with at least 3 years of corporate experience coupled with proficiency in computers and excellent organization and communication skills. *Location: Foster City, CA*
Contact: P. Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Internet: plevenduski@idgbooks.com

Editorial Manager, Dummies Press (IDG/B)
The Editorial Manager will manage the editorial team; ensure that projects meet quality standards, are delivered on time, and are within budgets; and maintain successful author relationships. College degree required with prior 2-3 years publishing experience with at least one year at the management level. *Location: Indianapolis, IN*
Contact: J. Maroney Phone: 317-596-5222 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Project Editor, Dummies Press (3) (IDG/B)
At the project level, the Project Editor with develop and edit manuscripts, source freelancers, and manage authors and project staff. College degree required with prior publishing experience coupled with good writing and editing skills. *Location: Indianapolis, IN*
Contact: J. Maroney Phone: 317-596-5222 Fax: 317-596-5240 Internet: jmaroney@idgbooks.com

Job Opportunities
Monday, May 27, 1996

Editorial Assistant (IFW)
InfoWorld's News department is seeking a bright, ambitious person interested in administrative assistance and opportunities in Information Technology journalism. this position supports our investigative news staff by performing normal office administrative tasks, checking facts, and assisting with research. Successful candidate will have the opportunity to advance to writing product stories and working with reporters on major projects. Journalism or English majors preferred. PC literacy required.
Location: San Mateo, CA
Contact: E. Aronowitz Phone: 415-312-0673 Fax: 415-312-0668 Internet: ellen_aronowitz@infoworld.com

Sales Associate (IFW)
The individual in this position will handle the weekly closing of advertising space, interact with clients via telephone, manage the database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. The ability to work independently and under pressure is critical. PC literacy is a must. Publishing or advertising experience, as well as a strong interest in sales is desired.
Location: San Mateo, CA
Contact: S. Barnes Phone: 415-525-3464 Fax: 415-312-0668 Internet: sara_barnes@infoworld.com

Online Editor (MAC)
The individual in this position will edit and create Web-based content and assist in other Web-based editorial functions, which will include development of online content. Responsibilities include, assigning and working with outside writers, leading online chat sessions, and maintaining current knowledge of the latest web-technology developments and trends. *Location: San Francisco, CA*
Contact: Shelly Ginenthal Phone: 415-978-3203 Fax: 415-442-0766 Internet: shelly_ginenthal@macworld.com

Senior Writer (NW)
Network World is seeking a reporter to work in Framingham Headquarters covering a range of networking products, trends and issues. Candidates should have at least 2-4 years experience reporting on information technology and a proven ability to consistently break news. *Location: Framingham, MA*
Contact: M. Cornetta-Brown Phone: 508-820-7474 Fax: 508-820-3340 Internet: mbrown@nww.com

Account Representative (PCW)
The individual in this position will assist Account Managers in PC World's East and Midwest regions, predominately by telephone, in prospecting for and servicing new accounts. Must have telemarketing sales experience. A working knowledge of personal computers, products, and the marketplace. Excellent written and verbal communications skills and a high degree of organization is required.
Location: Framingham, MA
Contact: Bob Ostrow Phone: 508-370-0844 Fax: 508-872-6912

BU	Category	Title	Location	Contact	Phone	Fax
CCI	Edit	Managing Editor	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Exec	Associate Publisher	Nashville, TN	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Sales	Adverting Director	Nashville, TN	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Sales	Inside Sales Supervisor	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Sales	Inside Sales Supervisor, Second Shift	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Sales	National Sales Director	Negotiable	J. Engel	P: (603)924-7271	F: (603)924-7013
CIO	Admin	Offices Services Assistant	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Admin	Sales Assistant	Fairfield, NJ	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Art/Desig	Graphic Designer (2)	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Edit	Features Editor	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Edit	Senior Writer	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Rsch	Research Intern	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
CW	Admin	Marketing Database Specialist	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Admin	Part Time Receptionist	Burlingame, CA	T. Lehane	P: (415)347-0555	F: (415)347-8312
CW	Admin	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Edit	Senior Editor	Framingham, MA	T.Keefe	P: (508)879-0070	F: (508)875-8931
CW	Edit	Senior Editor, Management and Storage	Framingham, MA	M. Johnson	P: (508)879-0700	F: (508)875-8931
CW	Edit	Senior Writer	Burlingame, CA	T.Keefe	P: (508)879-0070	F: (508)875-8931
CW	Sales	Sales Assistant	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Systems	Notes Database Analyst	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
CW	Systems	Programmer / Analyst	Framingham, MA	J. Block	P: (508) 628-4798	F: (508) 879-0184
ExecuTrain	Exec	Business Manager	Atlanta, GA	B. Franzen	P: (770)667-7700	F: (770)664-2006
ExecuTrain	Mktg	National Marketing Manager	Atlanta, GA	S.Segars	P: (770)667-7700	F: (770)664-2006
FCW	Edit	Copy Editor	Falls Church, VA	C.Kelly	P: (703) 876-5095	F: (703) 876-5126
FCW	Systems	Senior Technical Analyst	Falls Church, VA	C. Marsan	P: 703-876-5123	F: 703-876-5126
IDC	Admin	Administrative Assistant - Temporary	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Art/Desig	Graphic Design Manager	Framingham, MA	D. Bernardi	P: (508)935-4361	F: (508)935-4610
IDC	Edit	Copy Editor (2)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Intern	Internship - Collaborative Computing	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Intern	Internship - IRS	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Intern	Internship - Semiconductors	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Rsch	Product Manager, CD-ROM	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC	Rsch	Research Analyst, Remote Access	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Research Analyst, Wireless Communications	Austin, Tx	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Research Director, Services	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC	Rsch	Senior Analyst, Latin America	Mt. View, CA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Sales	Account Executive	Mt. View, CA	D. Bernardi	P: (508)935-4361	F: (508)935-4610
IDC	Sales	Consulting Account Manager	Mt. View, CA	D. Bernardi	P: (508)935-4361	F: (508)935-4610
IDC	Sales	Sales Manager	Negotiable	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC Gov't	Prod	Production Coordinator	Falls Church, VA	A. Clements	P: 703-876-5044	F: 703-876-5177
IDC/LINK	Admin	Receptionist	New York, NY	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC/LINK	Exec	Vice-President, Home PC/Interactive Media	New York, NY	D. Bernardi	P: (508)935-4361	F: (508)935-4610
IDC/LINK	Mgr	Dir, Personal Systems and New Media Consult	New York, NY	D. Miller	P: (508)935-4133	F: (508)935-4610
IDG	Admin	Accounts Payable Clerk	Framingham, MA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG	HR	Staffing Assistant	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG	Systems	Information Services Database Administrator	Framingham, MA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG	Systems	Information Systems Consultant	San Francisco, CA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG	Systems	IS Department Operations Supervisor	Framingham, MA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG	Systems	Programmer Analyst	Framingham, MA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG Asia	Admin	Administrative Assistant/Receptionist	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
IDG Central	Operation	Director, Facilities & Operations Services	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
IDG List	Admin	Administrative Coordinator	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
IDG List	Admin	List Services Assistant	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
IDG/B	Admin	Catalog Coordinator	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Database Administrator (PT)	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Editorial Assistant, Dummies Press (3)	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Admin	Editorial/Admin Assistant, On-Line Press	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Exec Assist to the Sr. VP of WW Pub Ops	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Mailroom Coordinator	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Admin	Receptionist	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206

IDG WORLD UPDATE's Local Loop

FOR SALE

• **16 ft. Sunbird 1990 Bowrider**. 70HP Johnson motor, power trim and tilt, oil injected, pull-out stereo, depth finder, skiis, kneeboard, matching trailer. Looks and runs great! $5700 or best offer.

- Maureen Page-Preble, International Publishing Services, 603-329-7118 (after 5 p.m.)

•**1990 Kawasaki 550 Jet Ski**. Mint condition. Perfect vehicle for lots of summer fun. Priced to sell at $2,400 or best offer.

- Carrie Hurley, CD Solutions, 508-820-8643

• **1994 Honda Civic LX**. Excellent condition, service records. Black/grey, 5-speed, a/c, AM/FM cassette, power windows and locks, cruise control. Under 25,350 miles. Must sell — we just had a baby and bought a van. $11,400 or best offer.

- Karl Koessel, PC World, 415-978-3222

• **Stacked washer and gas dryer unit**. Whirlpool "Thin Twin" model. Medium capacity, small footprint. Excellent condition. Selling only because my current place lacks a gas hook-up. $350 or best offer.

- Ted Bowen, InfoWorld Boston bureau, 617-574-1852 or e-mail tbowen@infoworld.com.

• **Nearly new, gas-fired dryer**. Whirlpool model LGT7646D. Extra large capacity (6.3 cu. ft.) Seven cycles, including finish guard to prevent wrinkles. Full hamper door — that's right, no scrawny porthole here.Serious loading, unloading and folding luxury could be yours. Auto dry (the brochure puts it best — "you choose how dry you want your clothes. A sensor takes the guesswork out of drying"). Dryer drum light — simple but powerful concept. $300.

- Ted (508-935-4237) or Ellen (508-935-4254) Julian, IDC

• **Berkshire timeshare.** The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. Timeshare week #27 (early July) and week #41 (mid-October) for sale, $8,000 for both weeks. Call for details on single week sale.

- Harriet Karas, IDG, 508-872-8200

FOR RENT

• **Martha's Vineyard rental.** Three-bedroom, two-bath Cape in the Katama section of Edgartown on Martha's Vineyard. Kitchen equipped with dishwasher and microwave. Color TV, cable, VCR, stereo and working fireplace in living room. Backyard deck and charcoal grill, w/d. Driveway accommodates 2 to 3 cars. Just one mile from South Beach and downtown Edgartown. Available June 29-Aug. 3. $1024/week.

- Jessica Lindheimer, IDG Newsletters, 617-422-8012

• **Rental share, Shrewsbury, Mass**. Suite with private bath, a/c, luxury pool, tennis courts. Off Rte. 9. Twenty minutes to Framingham, 40 minutes to Boston.

- Robert Gray, IDC, 508-935-4201

• **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $535/week.

- Valerie Sanclemente, IDG Paper Supply Co. (leave message at 508-877-4313)

• **Hilton Head, S.C., timeshare.** Two-bedroom, two-bath condo at the Palmetto Dunes Resort. Two-minute walk to beach and Atlantic Ocean. Tennis, golf, pool and biking on premises. Available 9/28 - 10/5. $575/week.

- Judy Sutter, PC World, 404-233-6593

• **Luxury condo for rent.** Pick from hundreds of locations throughout the world from a huge full-color catalog. Condos sleep four privately and include all luxury amenities. Florida, Europe, Asia, the American West and much more! Last year a lucky IDGer vacationed in Cancun! Call soon for best selections and details. Only $135 a night. We must rent it again this year because vacation has a whole new meaning for us with a new baby!

- Michael Siggins, CIO, 508-935-4458

BIRTHS

• Joe Pierce (IDG Newsletters) and his wife Johanna welcomed son Duncan on May 2. Duncan weighed 9 lbs., 13 1/2 oz., and was 23" long. He joins his older brother Conor at home.

Send your ads in by June 25 for them to appear in the July 1 issue!

IDG WORLD UPDATE's Local Loop

AIDS Pledge Walk is Sunday June 2

The 11th annual AIDS Pledge Walk will take place in Boston on June 2. If you have not yet signed up, it's not too late. Pledge sheets, t-shirts and AIDS ribbon pins are still available from your division's team captain.

This year's captains include:
Anne Stuart, CIO: 508-935-4414
Karen Wallace, NW: 508-820-7515
Cathy Sampson, NW: 508-820-7438
Allison Stamm, IDG Research: 508-370-0850
Sally Reinfeld, IDG: 508-935-4423
Patty White, CW: 508-820-8169
M. Byda-Ahir, IDC: 508-935-4547
Donald Young, CSC: 617-534-1205

The 10-kilometer walk begins at 9:00 a.m. on Boston Common, winds its way through Brookline and Cambridge and ends at the Hatch Shell on the Esplanade with snacks and a concert.

IDG will provide bus transportation from Framingham to Boston on Sunday morning. The bus, which will hold approximately 45 people on a first-come, first-served basis, will leave from the 5 Speen Street parking lot at 7 a.m. sharp. It will return from Boston at 3:30 p.m. You are encouraged to reserve a seat by contacting any team captain.

For the seventh year, IDG is serving as a corporate sponsor for the walk. The company is, in fact, the AIDS Action Committee's third largest corporate sponsor and has collected close to $250,000 in the fight against AIDS. All IDG walkers and friends are encouraged to meet under the IDG banner at the conclusion of the walk's opening ceremonies in order to walk together as a group.

SOME GREAT REASONS TO WALK

- AIDS is the No. 1 killer of people ages 25-44 in Massachusetts — and the U.S. as a whole.
- Almost 35,000 Massachusetts residents are infected with HIV; 11,392 with AIDS. Four to five people in the state become infected each day.
- Researchers anticipate AIDS will claim 20 million victims worldwide by 2000.
- The annual AIDS Pledge Walk is by far the largest fundraising project undertaken in New England on behalf of the AIDS Action Committee. During the walk's 11 years, volunteers have raised more than $20 million benefitting both the AIDS Action Committee and 29 other community-based AIDS service organizations throughout eastern Massachusetts.

Anyone with questions may contact ***Scott Finlay****, group operations coordinator in IDC's Communications and Market Research Group, and coordinator of IDG's participation in the AIDS Pledge Walk, at tel: 508-935-4366.*

Send your ads in by June 25 for them to appear in the July 1 issue!

Please include the following in the next edition of the Local Loop:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

Your name: ______________________

Business Unit: __________ Tel: ______________

Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109 Fax: 617-423-0712
or e-mail: world_update@idg.com

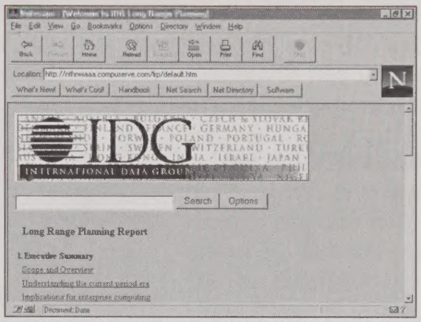
LONG RANGE PLANNING

continued from page 1

evolution of the Internet has been included in the Executive Summary.

Among some of the findings contained in the database:

- The overall global political, economic and technological climate is as favorable as it has been in more than a decade.
- The U.S. continues its stunning five-year expansion, one that has made it once again far and away the world's largest and most dynamic region.
- After several years of stagnation, both the Japanese and European markets have begun to recover.
- IDC forecasts the U.S. market will grow at 10% per year through 2000; both Western Europe and Japan will grow at a 7% pace.
- Southeast Asia will continue its long and powerful expansion, growing by 21% a year through the end of the decade.
- The Internet faces a significant challenge as it makes a major transition from a public to privately managed resource while delivering substantial improvements in many of its underlying technologies and management structures.



Location: http://nthnwaaa.compuserve.com/lrp/default.htm

Long Range Planning Report

1. Executive Summary

Scope and Overview

Understanding the current period era

Implications for enterprise computing

Document: Done

IDG'S LONG RANGE PLANNING HOME *page will be password protected but accessible to all IDG employees on Lotus Notes or via the Internet.*

The Long Range Planning database, developed by the IDG Global Communications group, is the first application to debut as part of the group's strategy to deliver its applications to both the Notes and Web platforms.

According to **Jeff DeBalko**, vice president, IDG Global Communications, "We have said from day one, that in order for the global communications effort to be successful, we must make our applications available to the widest possible IDG audience. Lotus Notes and the Web clearly are the platforms of choice across IDG, and we are pleased with the results."

"The key to implementing our strategy is the use of the Lotus InterNotes Web Publisher," noted **Robert Chang**, senior applications developer and architect of the Long Range Planning application. "This allows us to use the excellent Notes development tools, while also delivering the applications to the Web, with no duplication of effort. With the success of the LRP database, we are working toward the launch of our Global Communications Web site, where we will make most of our IDGComm and IDGExec applications available to Web users." 🖳

PASSWORD PLEASE

While the IDG Long Range Planning site is available to any interested IDG employee, to ensure security, access will require a password. If you would like access, send an e-mail to Libby Levinson at the IDG Corporate Support Center in Boston (L.Levinson on BusinessTalk, Libby Levinson on Notes or libby_levinson@idg.com on the Internet) with your request. Libby will send back an e-mail to you containing the URL for the Web site and your unique login and password.

IDG EMPLOYEES VOLUNTEER TIME AND SKILLS IN LONG RANGE PLANNING GROUPS

IDG has traditionally held a Long Range Planning Meeting in the U.S. each spring to identify market trends and new areas of opportunity. As the company grew, and the markets it covers expanded, it became more difficult for this single planning exercise to be as productive as it needed to be. Two years ago, the comprehensive planning meeting was suspended and each business unit now conducts its own such planning process.

The U.S. managers, at their meeting last November, did ask that one traditional element of the Long Range Planning Meeting be continued — the annual report on trends in the market, with specific attention to a common set of statistics of market size and growth. This report can be viewed as a "macro backdrop" for business unit planning.
To that end, committees were established to cover three key areas. Their reports, listed below, are now available to Notes and Web users throughout IDG.

EXECUTIVE SUMMARY
David Moschella, senior VP/research, Computerworld

ENTERPRISE INFORMATION SYSTEMS IN THE 1990s
David Vellante (chair) - senior executive VP/research, IDC
Scott Kleinman - research director, IMS/U.S.
David Floyer - research director, IDC
Matt Toolan - senior research analyst, IDC
Ednah Kering - intl. sales exec., *East African Computer News*

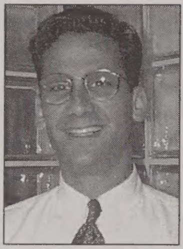
HOME AND HOME OFFICE MARKET
David Ludlum (chair) - research director, IDC/LINK

HOME AND HOME OFFICE MARKET (CONT.)
Andy Bose - group VP and research director, IDC/LINK
John Gantz - senior executive VP/research, IDC
Deepinder Sahni - senior research analyst, IDC

IDG TOP GLOBAL CUSTOMERS
Laurie Morgan (chair) VP sales and operations, IMS/U.S.
Andy Hart - director of client services, IMS/Europe
Liz Pabon - telemarketing representative, Macworld
Jaye Tyler - dir. strategic partnerships, CW Lead Management
Amy Doan - contract administrator, IDG
Jackie Nakano - special programs manager, IMS/U.S.
Bill Binan - contract administrator, IMS/U.S.

NOTEWORTHY

PROMOTIONS


DANISH

Scott Danish, formerly marketing and licensing manager for PC World's San Francisco-based Online Services Group, has been promoted to director of marketing for the group.

SKILLINGS

IDG WORLD UPDATE

Jon Skillings, formerly assistant managing editor for the IDG News Service's Boston bureau, has been promoted to Asia Pacific bureau chief. Jon will relocate to Hong Kong in the next few months. "Jon has been a stalwart in our Boston newsroom for nearly two years," said **Rob Garretson**, editor-in-chief of the IDG News Service. "His steady hand and sharp eye will be invaluable in building an increasingly critical part of our organization over the next year or so."

NEW EMPLOYEES

MONAGHAN

Deborah Monaghan is the executive assistant to the president and publisher of PC Games. Before joining Infotainment World in San Mateo, Calif., Deborah worked as an account assistant at *MacUser* and *MacWeek*. A native Californian, Deborah enjoys biking and water skiing and is looking forward to learning how to play golf.

Terrehon Bowden has signed on as a sales assistant at Web Publishing in San Francisco. Terrehon worked most recently as office manager for Graphics Sportswear in San Francisco. She has a B.A. in comparative literature from the University of Georgia and counts writing, camping and performance art among her outside interests.

Sharon Gaudin joins *Computerworld* as a senior writer based in the publication's Framingham headquarters. Previously associate editor for *Digital News and Review*, in her new position Sharon will cover application development. A graduate of St. Michaels College with a B.A. in journalism and history, Sharon serves on the board of the Prescott Park Arts Festival and is a volunteer in the Big Brother/Big Sister Program.

OHLSON

IDG WORLD UPDATE

The IDG News Service welcomes **Kathleen Ohlson** as a copy editor in the Boston bureau. Kathleen worked as an editorial assistant at Community Newspapers Co., before joining IDG. She has a B.A. in English from Framingham State College and enjoys sports, reading, sleeping and contemplating her existence.

CRICKET-CRAZED SOUTH AFRICAN LICENSEE RECRUITS VISITING IPS EXEC

Like many in the region, employees at IDG's South African licensee, IT Media, are afflicted with chronic cricket fever. While they are generally able to keep their symptoms in check during normal working hours, when the sun goes down, the bats come out. IT Media organizes and participates in an action cricket league for the IT industry. Action cricket is an indoor limited-overs version of the real game and takes about an hour to play. Socializing in the pub afterward takes a bit longer, according to Kathy Gibson, editor of *Computing S.A.* and *Software World*. When International Publishing Services President David Hill visited the Randburg-based publisher of *Computing S.A.*, *Software World* and *Network World S.A.* recently, the country was in the grips of Cricket World Cup fever. To give him a better understanding of the game, IT Media recruited Hill for a social game of action cricket.

MEMBERS OF IT MEDIA'S ACTION CRICKET TEAM INCLUDE: SHANE MURRAY, *production coordinator, IT Media;* ***Steven van Tonder****, sales executive, Computing S.A.;* ***Lara Salomi****, production editor, Software World;* ***Alison McDonald****, sales executive, Computing S.A.; guest player* ***David Hill****, on loan from International Publishing Services;* ***Patricia Sholtemeyer****, general manager, IT Media;* ***Mark Davison****, editor Software World;* ***Kelly Robinson****, sales assistant, Computing S.A.* ***Kathy Gibson****, who took this photograph, is also a member of the team.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Debbie Waters-Colaccio - IDG

THIRTEEN YEARS
Dorothy Adams - IDG Australia

TWELVE YEARS
Cristina Escobar - IDG Mexico

ELEVEN YEARS
Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany
Gayle McElroy - IDG Australia

TEN YEARS
Dagmar Batschat - IDG Germany
Martin Hingley - IDC U.K.

NINE YEARS
Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany

EIGHT YEARS
Colette Cornish - PC World
Oralia Hernandez - IDG Mexico
Nini Barnouin - IDG France
Kyoko Ibi - IDG Japan

SEVEN YEARS
Whiney Wu - IDG Taiwan
Anthony Doesburg - IDG New Zealand
Caryn Dlott - Computerworld

SIX YEARS
Many Tse-wong - IDG

FIVE YEARS
Glenna Fasold - Network World
Richard Espinoza - Computerworld
Megumi Okamoto - World Expo Japan
Leslie Barner - International Mktg. Svcs.
Catherine Truman - IDG Marketing Svcs.
Jan Wikstrom - IDG Australia

FOUR YEARS
Sylvia Benvenuti - Macworld
Marlene Buschbeck-Idlachemi - IDG Germany
Jessica Mitzy Monreal - IDG Mexico
Alejandro Iglesias - IDG Spain
Morten Meilby - IDG Denmark
Jørgen Wessing - IDG Denmark
Masato Tsuchiya - IDG Japan
John Moore - FCW Govt. Tech. Group
Mike Rogers - IDG Marketing Svcs.

THREE YEARS
Sean Chang - IDG Taiwan
Claire Lee - IDG Taiwan
Vivien Tso - IDG Taiwan
Ulrike Litzba - IDG Germany
Michael Riis - IDG Denmark
Stewart Deck - Computerworld
Lisa Picarille - Computerworld
Kelli Walton - CIO

TWO YEARS
Steve Berkowitz - IDG Books
Matthew Moran - Computerworld
Jackie Nakano - IDG Marketing Svcs.
Suki Gear - IDG Books
Anne Ridyard - IDG Media
Jesper Bille Haun - IDG Denmark
Didier Krainc - IDG Denmark
Ken Greenberg - IT Channel Svcs.
Matthew Roots - IDG Australia

ONE YEAR
Nancy Vickers - Network World
Irene Lee - IDG Taiwan
Amanda Lee - IDG Taiwan
Franco Sun - IDG Taiwan
Judy Chao - IDG Taiwan
Theresia Schmid - IDG Germany
Roberta Pusaro - Computerworld
Shira Weisbach - PC World
Matthew Sweeney - Macworld
Michael Hall - IDG
Gaynor Sinclair - IDG Media
Stig Boesgaard - IDG Denmark
Jesper Bove-Nielsen - IDG Denmark
Hideo Sasaki - IDG Japan
Junko Kawasaki - World Expo Japan

PC WORLD PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE OCTOBER 1995-MARCH 1996

Top Third 1	Sweden Mikrodatorn PC World Svenska (Sweden) PC World U.S. PC World Ekspress (Norway)	PC World España (Spain) PC World Norge (Norway) PC & Macworld Bulgaria
2 Middle Third	PC Welt (Germany) Computer!Totaal (Netherlands) PC World Australia PC World Komputer (Poland)	PC World New Zealand PC World Japan PC World Taiwan PC World Türkiye (Turkey)
3 Lower Third	PC World Danmark PC & Macworld Hungary PC World China Windows World (Sweden) PC World Czech Republic	PC World Hong Kong InfoPC (France) PC World Italia (Italy) PC World Brasil (Brazil)

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

MikroDatorn
8 bildläsare som överraskar
COMPUTER!
In één klap klaar

Sweden's *Mikrodatorn* logged the highest profit margin for the six-month period October 1995 to March 1996, while *Computer!Totaal* of the Netherlands reported the greatest improvement in profit margin for the same six-month period.

CELEBRATING 10

Lorraine Witzell

HOME: Natick, Mass.

JOINED IDG: Oct. 1985 as a part-time switchboard receptionist at CW.

CURRENT TITLE: Editorial Assistant, *Computerworld*

BEST PART OF YOUR JOB: I am never bored and I get to work with some great people.

WHY DID YOU JOIN IDG? I had been a stay-at-home mom while my children were growing up. While in high school, my daughter worked for the IMS department part time putting media kits together. She would rave about what a great place Computerworld was to work. So when I saw the ad for the switchboard position — and with a little prodding from my daughter — I decided that this would be the perfect place for me.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Never, but here I am 10 years later and loving it.

WHAT'S KEPT YOU HERE? I like the people, I love what I do, and IDG is an excellent company to work for!

CAREER HIGHLIGHT: I always said I would have to leave before my 10th anniversary because I would be too nervous to go out to dinner with Patrick McGovern. I have to say that this event turned out to be the highlight of my 10 years with IDG.

WORDS TO LIVE BY: Enjoy today for tomorrow may never come.

INTERESTS OUTSIDE THE OFFICE: Spending time with family and friends, reading, and gardening.

THE RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN ESCORTS COMPUTERWORLD *Editorial Assistant* ***Lorraine Witzell*** *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

FANTASY JOB: To run an oceanfront bed & breakfast inn with a large staff.

MANAGER'S PROFILE: "Lorraine is a highly respected and dedicated employee. As a support person for the editorial department she is courteous and efficient, and is a professional and model team player who gets along with everyone. Lorraine not only complements our department, but the company as a whole. She is never too busy to help an IDG staff member or an outside caller. We're lucky to have such a conscientious and caring employee — we're glad she took a typing course nine years ago to enable her to be where she is today!"

- ***Linda Gorgone****, office manager, Computerworld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 44 research centers worldwide. IDG currently produces more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 23

June 3, 1996

PASSWORDS NOW AVAILABLE FOR IDG'S LONG RANGE PLANNING DATABASE
PAGE 2

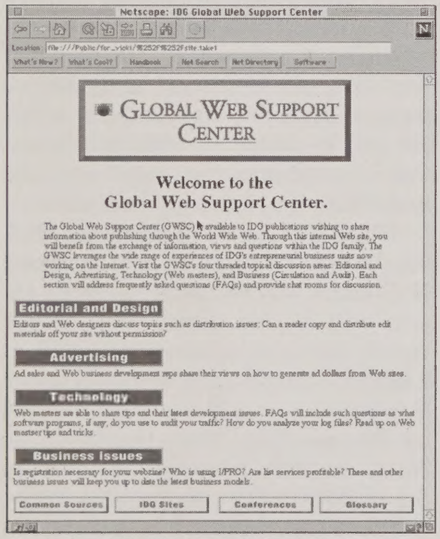
ONLINE: IDG PRESIDENT KELLY CONLIN TACKLES YOUR QUESTIONS
PAGE 3

COMPUTERWORLD BULGARIA SHOWCASES ADVERTISERS IN GIFT CALENDAR
PAGES 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Global Web Support Center Will Serve as Online Resource


Netscape: IDG Global Web Support Center
Location: file:///Public/for_vicki/%252F%252Fsite.take1
What's New?
What's Cool?
Handbook
Net Search
Net Directory
Software
GLOBAL WEB SUPPORT CENTER

Welcome to the
Global Web Support Center.

The Global Web Support Center (GWSC) is available to IDG publications wishing to share information about publishing through the World Wide Web. Through this internal Web site, you will benefit from the exchange of information, views and questions within the IDG family. The GWSC leverages the wide range of experiences of IDG's entrepreneurial business units now working on the Internet. Visit the GWSC's four threaded topical discussion areas: Editorial and Design, Advertising, Technology (Web masters), and Business (Circulation and Audit). Each section will address frequently asked questions (FAQs) and provide chat rooms for discussion.

Editorial and Design

Editors and Web designers discuss topics such as distribution issues: Can a reader copy and distribute edit materials off your site without permission?

Advertising

Ad sales and Web business development reps share their views on how to generate ad dollars from Web sites.

Technology

Web masters are able to share tips and their latest development issues. FAQs will include such questions as what software programs, if any, do you use to audit your traffic? How do you analyze your log files? Read up on Web master tips and tricks.

Business Issues

Is registration necessary for your webzine? Who is using I/PRO? Are list services profitable? These and other business issues will keep you up to date the latest business models.

Common Sources
IDG Sites
Conferences
Glossary

THE GLOBAL WEB SUPPORT CENTER'S *site will incorporate user feedback.*

Web Publishing Inc., the year-old San Francisco-based business unit that publishes *JavaWorld*, *SunWorld Online* and *Netscape World*, last month announced the establishment of the Global Web Support Center.

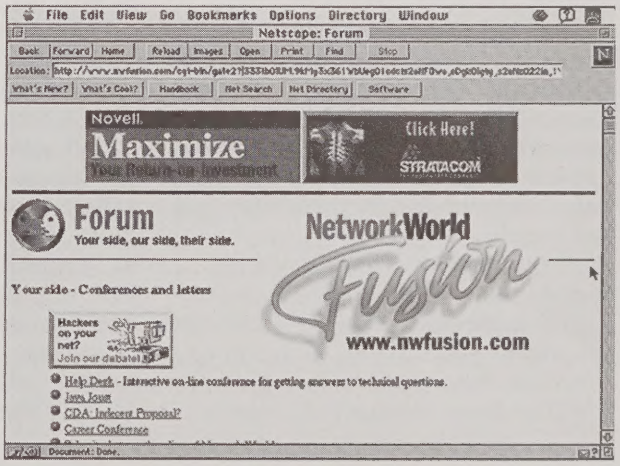
Intended to serve as a central online clearinghouse for the exchange and dissemination of information and assis-

•CONTINUED PAGE 2•

Network World Fusion Adds More Firsts

Only Internet site to offer demographic profile of entire online audience, free third-party ad performance analyses

Two recent enhancements are helping to ensure that Network World Fusion remains the networking site of choice for advertisers using the Internet to reach a target audience of network IS professionals.


File
Edit
View
Go
Bookmarks
Options
Directory
Window
Netscape: Forum
Back
Forward
Home
Reload
Images
Open
Print
Find
Stop
What's New?
What's Cool?
Handbook
Net Search
Net Directory
Software
Novell
Maximize
Your Return-on-Investment
Click Here!
STRATACOM
Forum
Your side, our side, their side.
NetworkWorld
Fusion
www.nwfusion.com
Hackers on your net?
Join our debate!
Document: Done.

Location: http://www.nwfusion.com/cgi-bin/gate2?[illegible]

Your side - Conferences and letters

- Help Desk - Interactive on-line conference for getting answers to technical questions.
- Java Joust
- CDA: Indecent Proposal?
- Career Conference

NETWORK WORLD FUSION REQUIRES USERS TO REGISTER. *If you would like to have a look at the site, the URL is: http://www.nwfusion.com. You may use the following special account: log in as member name "IDG" and enter the passworld "NWF."*

Last month, Network World Fusion became the industry's first online service to offer a demographic profile of its entire online audience. "The major issue facing media planners today is how to identify who their online advertising is reaching," said **Ann Roskey**, product manager for Network World Fusion. "Because our site is fully registered, we can profile every user and guarantee advertisers that their message is reaching a qualified audience of network IS professionals."

Among the report's key findings:

- 69.9% of Fusion subscribers list their job function as networking/IS management; 13% as corporate management and 17.1% as consulting.
- 100% of Network World Fusion subscribers have purchasing authority, with 63.3% responsible for corporate/enterprise purchasing and 31.7% responsible for departmental purchasing.
- NW Fusion subscribers are heavily involved in the purchasing process — 88.1% recommend and/or specify product purchasing, 37.7% approve, 77% evaluate and 72% determine the need.
- Fusion subscribers spend, on average, $8.8 million/year on networking equipment.

•CONTINUED PAGE 4•

WEB SUPPORT CENTER

continued from page 1

that are interested in publishing on the World Wide Web, this "virtual support center" will reside on a secure intranet that will be accessible to all IDG employees. The site will contain four threaded discussion areas:

- Editorial and design
- Advertising (business development)
- Technology
- Business (circulation, audit, legal issues)

The site is currently in a test phase. To participate in the development of the site please send e-mail to anderson@supportcenter.com.

Support Center Director **Victoria Anderson** will function as a facilitator, helping to direct questions to the appropriate in-house experts and fostering an ongoing dialogue to help business units capitalize on the knowledge and experience of their sister companies.

"As I talk to people who are either involved in or contemplating launching an online publishing effort, I'm finding that the questions many of them have are very similar even though the publications may not be," Anderson said. Typical of the issues that many business units are grappling with are:

- How do we register subscribers?
- Should we use passwords?
- What business model should we employ?
- What about rate cards?
- How do we increase traffic on our Web site?

"With Web publishing in such an early stage of development, we at IDG can benefit from sharing our experiences and ideas," noted Anderson, who stressed that the site is still a work in progress and will evolve to meet the needs of participants. "Right now, the site is in beta and up for selective testing. I'm looking for lots of feedback and suggestions," Anderson said.

Anderson will be a speaker at the upcoming Online Functional Meeting July 24-26 in Redwood Shores, Calif.

ONLINE-ONLY MAGAZINES FIND HOME AT WEB PUBLISHING

IDG's three Web-only magazines — *Netscape World, SunWorld Online* and *JavaWorld* — are now published by a single business unit: Web Publishing Inc. in San Francisco. *Netscape World* is currently being integrated under the Web Publishing umbrella, and its publishing schedule remains unchanged during the transition, which will be complete by month's end.

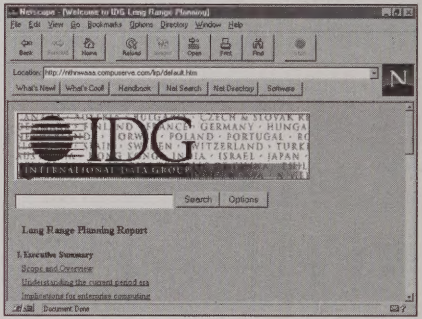
Questions about appropriate contacts may be directed to Barbara McDonald, Web Publishing business manager, at tel: 415-978-3395 or e-mail: barbara.mcdonald@wpi.com.

VICTORIA ANDERSON HEADS UP ONLINE SUPPORT CENTER

ANDERSON

Victoria Anderson is the newly appointed director of the Web Global Support Center. Anderson originally joined IDG three-and-a-half years ago and became managing editor at *Advanced Systems*. Most recently she served as managing editor at *Digital Video Magazine*. As director of the Support Center, Anderson's primary responsibility will be to serve as administrator of the group's Web site and foster communication among the various IDG business units worldwide exploring online publishing via the World Wide Web. She welcomes comments and suggestions on the site. You may contact her via e-mail at: anderson@supportcenter.com.

Long Range Planning Report Passwords Now Available



Netscape - [Welcome to IDG Long Range Planning]
File Edit View Go Bookmarks Options Directory Window Help
Back Forward Home Reload Images Open Print Find Stop
What's New! What's Cool! Handbook Net Search Net Directory Software
IDG
INTERNATIONAL DATA GROUP
Search Options
Document: Done

Location: http://nthnwaaa.compuserve.com/lrp/default.htm

Long Range Planning Report

I. Executive Summary

Scope and Overview

Understanding the current period era

Implications for enterprise computing

PASSWORDS FOR ACCESS TO THE *database are available through IDG's Corporate Support Center.*

As *IDG World Update* reported last week, IDG Long Range Planning Reports are available to Notes and Web users throughout the company. The reports review trends in three key markets — Enterprise Information Systems in the 1990s, the Home and Home Office Market and IDG's Top Global Customers. Business units can use this information as a "macro backdrop" to assist with their own planning processes.

While the IDG Long Range Planning site is available to any interested IDG employee, to ensure security, access will require a password. If you would like access, send an e-mail to **Libby Levinson** at the IDG Corporate Support Center in Boston (L.Levinson on BusinessTalk, Libby Levinson on Notes or libby_levinson@idg.com on the Internet) with your request. Libby will send back an e-mail to you containing the URL for the Web site and your unique login and password.

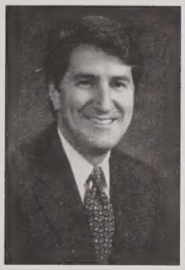
ADDRESS CHANGE

IDG's licensee in Iceland has a new address. Hemra ehf. is located at:

Skipholti 50c
105 Reykjavik
Iceland

telephone and fax: 354-552-4002

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Ziff-Davis is apparently applying for close to two dozen trademark names a week. What's IDG doing in this area? If Ziff holds the trademark for a publication name, does that mean they have the rights to it forever? It seems like Ziff is trying to shut other publishers out of various markets, like online-related titles, by capturing any kind of related name.

A Ziff Davis/Softbank and IDG both make routine filings of potential new names with the trademark office, initiating a process that ultimately allows a company to "own" a particular name. Once the trademarked name is registered with the trademark office, the company has exclusive rights to that name for as long as it is in active use. IDG has registered its trademarks in nearly every country in the world, and we continue to register new names as the market changes.

In the U.S., since January, Ziff/Softbank has filed 46 trademark applications, and IDG has filed 60 applications. However, Ziff/Softbank is unlikely to receive rights to all of those names, especially since some of their applications, such as the one for a magazine called "Webmaster" are already published by IDG.

Each of our business units has the responsibility for identifying important names for potential new products, and we expect that IDG will have filed for well over 100 new names by the end of this year.

Are there guidelines governing the use of product line brands such as *Computerworld*, *PC World* or *Macworld*?

IDG's policy on this subject is both longstanding and clear. To quote from an e-mail that was sent to all of IDG's business units first in 1993, and again in both 1994 and 1995: "The brand names that have been developed over the past 30 years are enormously valuable and the use of these names should be strictly limited to projects that will substantially increase the fortunes of IDG, and not a third party. Therefore, before entering any kind of co-sponsorhip or any arrangement that will be using your corporate and/or brand name on *any* project, event, publication, etc. that is not wholly owned by IDG, you must send a request for such usage to the Executive Committee for review and approval—even if you consider the arrangement to be minor."

I heard we've sold off all or part of our stake in Netscape. Is that true? What is the status of our relationship with that company?

IDG has not sold its stake in Netscape, although we have executed some transactions that will help protect IDG's financial interests against any market volatility. Our relationship with the company remains as it has been: we are a customer of their products and we are a strategic partner in producing events and publications related to Netscape. In addition, of course, we continue to look for ways to enhance these relationships, as we do for all of the major IT vendors.

Can you please update us on the progress being made in terms of finding a replacement for Chief Financial Officer Gene Gartlan? Does the company in fact plan to replace him?

Most of Gene's responsibilities — asset management, acquisitions and divestitures, investment banking relationships — have been assigned to Jim Ghirardi, who was Gene's assistant, and is now director of finance and business development and a member of the IDG Executive Committee. Together with VP/Corporate Controller Ted Bloom, who adds the tax department to his responsibilities, we have an expert financial team and therefore have no need or plans to add anyone else to the team.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet at world_update@idg.com.

Print/Online Integration Key to NW Fusion Success

"Virtual department" encourages involvement of entire Network World team in online effort

Best Business Practices

When the Network World team launched its Web site last September, the group was guided by one overriding principle: the most effective online strategy is one that fully integrates both print and electronic media into a total information package that serves customers better than either could alone.

To that end, the company made two important decisions that have served it well over the past nine months and allowed the site to grow from zero to 50,000 registered users and from two dozen charter advertisers receiving free exposure to 11 paid advertisers.

First, the company chose to implement a "virtual department" to manage Network World Fusion. Its core team of four maintains ties to different NW departments but devotes 100% of its time to NW Fusion. Online Editor **Adam Gaffin** is a member of *NW*'s editorial staff; Webmaster **Ed Garabedian** and IS Online Assistant **Rebecca Simson** have ties to the IS department; and Product Manager **Ann Roskey** is a member of the Professsional Development Group.

"Our strong feeling from the outset was that if Network World ultimately would need to support its business model in any significant way from online publishing, then the entire staff would need to understand and be skilled in the new technology and thinking inherent in the medium," explained Senior VP/Business Development **Bill Reinstein**.

In addition to keeping expenses low, the decision to involve existing staff

•CONTINUED NEXT PAGE•

NETWORK WORLD FUSION

continued from page 1

Network World Fusion currently serves 50,000 registered users. *Network World* has a controlled circulation of 150,000. Similar to the newsweekly, qualification criteria for NW Fusion are strictly enforced. Potential users must either fill out an online registration form that contains approximately 60% of the questions asked on the qualification card for *Network World*, or if they subscribe to *Network World*, they may skip the online registration process and simply authenticate themselves with their subscriber number.

The demographic profile of our online readership tends to confirm our belief that this registration process [which takes about five minutes to complete] is self-selecting," noted **Bill Reinstein**, NW senior vice president/business development. "People who are not truly part of this market just don't bother." Reinstein doesn't rule out the possibility of restricting access at some future point should the demographic profile of online users change significantly.

Enhanced advertising environment

Beginning this month, Network World Fusion becomes the first online computer publication to offer advertisers free third-party ad performance analyses. The company announced it has entered into a strategic partnership with Focalink, a Palo Alto, Calif.-based provider of Web advertising management services, that will help advertisers and agencies increase and measure the effectiveness of their Web advertising campaigns.

The main components of the partnership include efficient ad trafficking, post-buy analysis reports and creative support. Network World Fusion advertisers will realize three key benefits:

- First, Network World Fusion advertisers will be able to easily measure their CPI (cost per impression) based on the statistics provided by Focalink. Since Focalink is delivering the ad graphics, impressions are based soley on the number of views their specific ad receives, as opposed to page views. This is an industry milestone as most other sites base their impression counts on page views, which inflate the actual CPI by up to 20%.
- Using Focalink's third-party verified reporting, advertisers will receive detailed performance analyses that include actual page views and ad clicks, demographic user profiles and ratings on advertisers' link performance. The third-party verified reports, which contain market intelligence for which advertisers would normally pay a fee, are delivered to advertisers directly from Focalink on a weekly basis.
- Advertisers can measure the success of their online ad campaign by testing the effectiveness of different creative executions. Focalink's Smartbanner service will alternate the various ad graphics every hour, tracking and recording the number of views and clicks each receives.

Ads get legs

Network World Fusion also announced that it will abandon its traditional static advertising model and adopt a rotating strategy, with all ads rotating throughout the site in sequence. The company has also increased the number of pages on which it allows advertising to appear. Ads will now appear on all editorial pages and the home page.

"By moving the ads around and keeping the pages looking fresh, we can guarantee advertisers an increase in the number of impressions their ads will receive," Reinstein noted, adding that exposure for advertisers will significantly increase under the new scheme. Although he said he expected some resistance from advertisers conditioned to purchasing a specific placement, there has been virtually none. "It's hard to argue with the increased numbers," he said.

•CONTINUED FROM PREVIOUS PAGE•

helped ensure a true extension of the print product into the online environment, noted NW President **Colin Ungaro**. "Having virtually all NW departments involved in the project allows for more effective generation and sharing of ideas, more efficient staff training, and the ability for all to share in the fun and excitement of NW Fusion," Ungaro said.

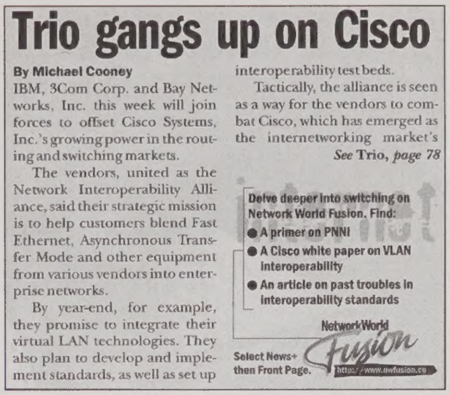
Spreading responsibility for various aspects of the online product throughout the organization has had numerous benefits, noted Reinstein, including allowing the company to leverage existing relationships and contracts. Recently, *NW* Director of Circulation **Richard Priante** assumed responsibility for managing NW Fusion's relationship with the company's circulation fulfillment house in Chicago. Priante, who has been the newsweekly's main point of contact with Omeda for five years, was able to trade on his longstanding relationship to improve the service NW Fusion was getting from Omeda.

For all its merits, the decision to involve the entire staff in NW Fusion is not without its downsides, noted Reinstein. "The drawbacks are primarily related to the amount of work required to facilitate communication and keep the ship moving in the proper direction. However, in the aggregate, this approach has accomplished its intended goals and should work well for us over the longer term."

A control issue

The second key to NW Fusion's success has been the company's decision to adhere to the print publication's controlled circulation model. "So much of what is out on the Web, while tremendously valuable to a reader, is not a sustainable business model," explained Reinstein. "The classic controlled circulation model of readers providing valuable demographic information in return for the editorial product is tried and true," he said.

NW Fusion subscribers are required to fill out an online registration form that contains approximately 50% of the questions asked on the qualification card for the newsweekly. (Current *NW* subscribers may quickly register by simply authenticating themselves with their subscriber number.) "Following a controlled circulation model allows us to provide our advertisers with highly qualified 'hyperleads'™ of authenticated users vs. anonymous impressions — an important distinction from our competition," Ungaro said.



Trio gangs up on Cisco

By Michael Cooney

IBM, 3Com Corp. and Bay Networks, Inc. this week will join forces to offset Cisco Systems, Inc.'s growing power in the routing and switching markets.

The vendors, united as the Network Interoperability Alliance, said their strategic mission is to help customers blend Fast Ethernet, Asynchronous Transfer Mode and other equipment from various vendors into enterprise networks.

By year-end, for example, they promise to integrate their virtual LAN technologies. They also plan to develop and implement standards, as well as set up interoperability test beds.

Tactically, the alliance is seen as a way for the vendors to combat Cisco, which has emerged as the internetworking market's

See Trio, *page 78*

Delve deeper into switching on Network World Fusion. Find:

- A primer on PNNI
- A Cisco white paper on VLAN interoperability
- An article on past troubles in interoperability standards

Network World Fusion

Select News+ then Front Page.

http://www.nwfusion.co

THE NETWORK WORLD FUSION CALLOUT *directs Network World readers online for further reading and related resources.*

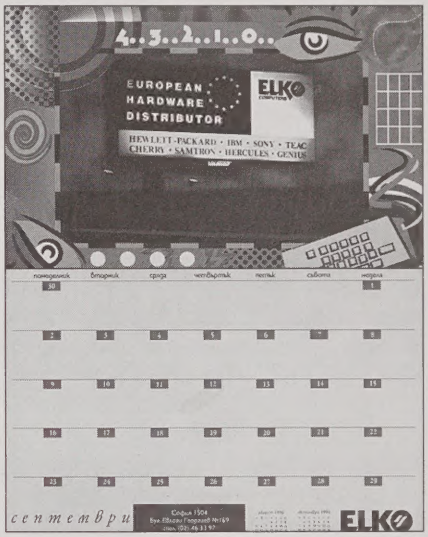
Extension not replication

Central to the development of NW Fusion has been a commitment to make it a "compelling extension — not an electronic replication — of *Network World*," said Reinstein. NW Fusion is intended to complement the weekly print product by encouraging communication among peers, facilitating interaction between customers and companies, and delivering expanded content. Each week, approximately 12 articles in *Network World* carry the NW Fusion callout, directing readers online for further reading, discussions and related resources.

According to Online Editor **Adam Gaffin**, who scours the Internet to identify resources related to each article carrying the Fusion logo, NW Fusion differentiates itself from its competitors by saving users time, directing them to specific network-related resources on the Web, rather than simply providing links to other companies' home pages.

And the formula is working. Usage continues to grow by about 20% per month, according to Reinstein. And comments such as this from a First Bank Systems Inc. employee are common: "I wanted to say how impressed I am with the *Network World* Fusion Web site. I really appreciate the way related links are pulled together under a topic. To me, that adds value. I hope you will continue to provide more of this organized information."

CW Bulgaria Showcases Advertisers in Gift Calendar


4..3..2..1..0..
EUROPEAN HARDWARE DISTRIBUTOR
ELKO
HEWLETT-PACKARD · IBM · SONY · TEAC
CHERRY · SAMTRON · HERCULES · GENIUS
понеделник
вторник
сряда
четвъртък
петък
събота
неделя
септември
ELKO

ELKO COMPUTERS WAS THE FEATURED *advertiser for September '96. The 1996 version was sent to all 3,500 CW Bulgaria subscribers, and 500 additional copies were printed to be used as giveaways.*

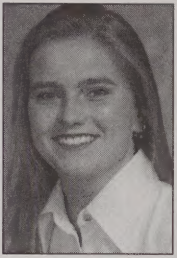
Wall calendars are popular gifts in December, and IDG Technika Communications in Bulgaria has found a way to thank *Computerworld Bulgaria* readers while simultaneously turning a small profit.

Since 1994, the IDG office in Sofia has produced a large, glossy calendar that is distributed to all *CW Bulgaria* subscribers. The graphic above each month is an ad, which is framed by a colorful motif created by Theodor Ushev, a freelance designer. Each month's ad border is different and complements the colors in the ad.

Eleven ads are sold annually for $500 each. August is a difficult slot to sell as business in the country slows considerably, so IDG Bulgaria includes a house ad for August. According to Advertising Manager **Mila Pancheva**, several clients have bought ads annually, and the calendar has proven to be an attractive way for vendors to increase their visibility.

NOTEWORTHY

NEW EMPLOYEES


HANEY

Tamara Haney has signed on as a sales associate in Computerworld's Framingham office. A graduate of Boston College with a B.A. in communications, Tamara had concentrations in studio art and French. Previously a film publicist for a small PR firm, Tamara enjoys painting, ceramics and hiking in her spare time.

Also new to CW's Framingham headquarters is **Rita Jones**, who is working as an editorial assistant. Rita worked most recently in education and training at DEC. When she has a free moment, Rita enjoys tennis, aerobics and skiing.

IDG WORLD UPDATE

DE BOER

Tallina de Boer is the circulation marketing manager for all the publications at IDG Netherlands. She previously held a similar post for some of the consumer titles at VNU. After work hours, Tallina enjoys horseback riding.

Web Publishing in San Francisco welcomes two new staff members. Editor **Carolyn Wong** writes, edits and assigns stories for *SunWorld Online* under the direction of Editor-in-Chief **Mark Cappel**. She earned a B.A. in English from the University of California/Davis and enjoys rollerblading and mountain biking.

Ad Booking Coordinator **Laura Ajello** handles ad placement and production work for *SunWorld Online*, *JavaWorld* and *Netscape World*. She earned a B.A. in conceptual design from San Francisco State University.

Ruth Greenberg joins *CIO* as an editorial assistant. Ruth, who graduated from Brandeis University with a B.A. in history and Italian language and literature, brings her experience as a copy editor for *The TAB*. She will work in CIO Communications' Framingham office. Playing the violin and hiking are among Ruth's outside pursuits.

PC World welcomes **Sandra O'Boyle** as a research analyst in its San Francisco operation. Before joining PCW, Sandra was a project manager at Elrick & Lavidge, a marketing and research firm. She has a B.S. in marketing from Trinity College in Dublin, Ireland.

MEGAN BOESE

YORK

IDG Books Midwest has hired two proofreaders. **Karen York** is a graduate of Ball State University and has a B.S. in journalism. Bowling and counted cross-stitch needlework are two of her outside interests.

Stephanie Koutek previously worked in the trade/special orders department at the Indiana University bookstore. She is a graduate of Indiana University in Bloomington with a degree in English, a certificate in women's studies, and minors in folklore, sociology and history. In her free time, Stephanie sings with the Bloomington Feminist Chorus.

MEGAN BOESE

KOUTEK

TRANSFERS

IDG WORLD UPDATE

LYNCH

Kelly Lynch, most recently human resources representative at Infotainment World, has joined IFTW's expos division as a marketing project manager. Kelly graduated from St. Michael's College in Vermont with a B.A. in Spanish and a minor in business.

NEW TEAM DEVOTED TO IDC RESEARCH IN ARGENTINA

THE NEWEST MEMBERS OF IDC LATIN AMERICA'S GROWING RESEARCH *operation will run IDC Argentina/Trends Consulting S.A. in Buenos Aires. In addition to continuing primary research studies on PCs, systems, LANs, printers, software, services and channels, the group will expand its custom research and consulting activities to further accommodate the needs of local clients. (From left):* ***Alejandro Oliveros****, director;* ***Raúl Bauer****, director and country manager;* ***Daniel Marazzo****, director and* ***Luis Correa****, director.*

Job Opportunities
Monday, June 3, 1996

Managing Editor (CW)
The primary focus for this position is to assume primary managing editing responsibilities for a subset of the many special projects Computerworld has undertaken. The Managing Editor will coordinate scheduling, art and design, copy flow, and shipping schedules. Additional responsibilities include: content editing, copy editing, and production work as needed. A minimum of five years experience in journalism, with the majority of that in desk-editing related activities (planning, copy editing, content editing, page production, etc.) is required.
Location: Framingham, MA
Contact: B. Rayner Phone: 508-820-8195 Fax: 508-875-8931 Email: Bruce_Rayner@cw.com

Operations Coordinator (CW)
The individual in this position will provide support to the Vice President of Regional Sales. This individual will also support the Industry Analyst and Sales Operations Manager on project related work. Additional responsibilities include managing and producing various reports, planning and managing events, and planning and implementing marketing projects. Candidate must be goal oriented with a desire to work in a fast paced sales environment. Excellent communication skills are necessary. Two years of administrative experience and computer literacy in a Windows environment and a BA preferred. *Location: Burlingame, CA*
Contact: Tish Lehane Phone: 415-347-0555 Fax: 415-347-8312 Email: Tish_Lehane@cw.com

Part Time Office Services Assistant (IDG)
An opportunity has been created for a part-time (30 hours/week) Office Services Assistant to work in the 5 Speen Street mail center. The individual in this position will be responsible for daily warehouse requests, requiring an ability to lift up to 50 pounds, mail sorting, and delivery runs to the greater Boston area. Ideal candidate would be a high school graduate with 1-2 years previous work experience (mail room experience preferred). Valid MA driver's license, a good driving record, and excellent customer service skills are required. Schedule is flexible, but requires the flexibility to work 5 business days per week during business hours. *Location: Framingham, MA*
Contact: M. Higgins Phone: 508-935-4766 Fax: 508-935-4600 Email: molly_higgins@idg.com

ID Specialist (IDG/B)
Successful candidate must have knowledge of and familiarity with national book accounts as well as well developed quantitative, sales and management skills. At least 3 years overall sales experience in the book industry with recent experience in the independent distributor channel, and a proven ability to generate sales via contact with customers is required. *Location: New York area*
Contact: P. Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

Key Account Representative (IDG/B)
The Key Account Representative will service our account with Crown. Candidate must have experience with national book accounts as well as substantial technical knowledge. Will maintain and create solid customer alliances. Must have a minimum of 3 years sales experience in the book publishing industry.
Location: Washington DC area
Contact: P. Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

National Account Manager (IDG/B)
The National Account Manager will develop, recommend, and implement sales policies and programs to maintain relationships with national clients. Thorough knowledge of the book publishing industry is essential as is substantial knowledge of the computer industry. Must have a minimum of 3-5 years sales experience with at least 2 at the national account level. *Location: New York area*
Contact: P. Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

Part Time Merchandiser (IDG/B)
The Part Time Merchandiser will be asked to assist the Account Managers in the field with their accounts and store calls. Must have computer knowledge and interest, have reliable transportation, and be willing to travel in the Bay Area. *Location: Foster City, CA*
Contact: P. Levenduski Phone: 415-655-3015 Fax: 415-655-3206 Email: plevenduski@idgbooks.com

National Accounts Director, GamePro (IFTW)
GamePro is seeking a professional and aggressive National Accounts Director to create effective sales strategies for key consumer and package goods advertisers located across the US. 7+ years of advertising sales experience (preferably in the consumer publishing industry), demonstrated closing and creative problem solving skills required. Current key contacts in consumer, package goods, and related agencies a definite plus.
Location: San Mateo, CA
Contact: C. Sandor Phone: 415-286-2515 Fax: 415-349-1598 Email: csandor@iftw.com

Senior Writer (IFW)
InfoWorld is looking for an energetic senior writer to cover networking technologies and the way they are - implemented in business. Candidate must have a proven ability to break news and have a keen interest in the technology they cover. Minimum of 3 years reporting experience either at a daily newspaper or in a computer trade publication. *Location: San Mateo, CA*
Contact: S. Barnes Phone: 415-525-3464 Fax: 415-312-0668 Email: sara_barnes@infoworld.com

Senior Editor (NW)
Network World is seeking an experienced and energetic reporter to work in the Framingham Headquarters covering a range of networking products, trends, and issues. Candidates should have at least 4 years of experience reporting on information technology and a proven ability to consistently break news. *Location: Framingham, MA*
Contact: M. Cornetta-Brown Phone: 508-820-7474 Fax: 508-820-3340 Email: mbrown@nww.com

Administrative Assistant (PCW)
The Administrative Assistant will perform various marketshare, database, and administrative tasks as determined by the Director of Advertising of PC World. Responsibilities include: providing clerical support, office support, customer service, general office support, and sales support as needed. Proficiency in Word for Windows, Excel, Filemaker Pro, ACT, and Freelance Graphics desired. Strong analytical skills and a minimum of 2 years administrative experience is required. *Location: San Francisco, CA*
Contact: P. Owen Phone: 415-978-3298 Fax: 415-442-1891 Email: patricia_owen@pcworld.com

For a complete list of job opportunities, see the IDG home page at www.idg.com!
Please look forward to the complete list of job opportunities across IDG on Monday, June 24

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Marilena Maia - IDG Brazil
Matthew Smith - Computerworld

TWELVE YEARS
Doug Barney - Network World
Mitchell Betts - Computerworld

TEN YEARS
Kate Ulrich - Macworld
Mary Brandel - Computerworld
John Robison - IDG

NINE YEARS
Frank Hahn - IDG Germany
Gary Anthes - Computerworld
George Glenn - IDG
Eileen Henke - CIO

SEVEN YEARS
Paul King - Macworld

SIX YEARS
Clare O'Brien - Network World
Deborah Sordini - IDG Italy
Bea Horváth - IDG Hungary
Ica Rodriquez - IDG Hungary
Pierre-Alexandre Montagne - IDG France

FIVE YEARS
Carol Johnstone - Macworld

FOUR YEARS
Anna Foley - IDG Hong Kong
László Tihanyi - IDG Hungary

THREE YEARS
Kristin Wattu - Network World
Maria Lucia Feriance - IDG Brazil
Lisa Ryan - Int'l Publishing Svcs.

TWO YEARS
Barbara Cole - Network World
Ronald Wieselberg - IDG Brazil
José Ralphe Jr. - IDG Brazil
Ana Claudia Santos - IDG Brazil
João Walter Oliveira - IDG Brazil
Monica Sambataro - Computerworld
Jon Skillings - Int'l Publishing Svcs.
Patrick Jones - IDG
Maryann Thompson - IDG
Peter Kane - IDG New Zealand

ONE YEAR
Kerrie Klein - IDG Books
Karina Garcia - IDG Brazil
Luciana Mino - IDG Brazil
Stephen Wright - IDG New Zealand
Malcolm Peden - IMS/Europe
Cecílía García - IDG Spain
Yolanda Comargo - IDG Spain
Jeffrey Chua - IDG Singapore
Robert Winter - Computerworld
Crystal Ellsworth - Computerworld
Shelly Neill - FCW Govt. Tech. Group

ADDRESS CHANGES

IDG Singapore and IDG Malaysia report slight changes to their addresses. Please note the following, effective immediately:

IDG Singapore
No. 80 Marine Parade Road
#17-01A Parkway Parade
Singapore 449269

Tel: 65-345-8383 (no change)
Fax: 65-345-7097 (no change)

IDG Malaysia
7 Jalan Semangat 2nd Floor
46200 Petaling Jaya
Selangor Darul Ehsan
West Malaysia

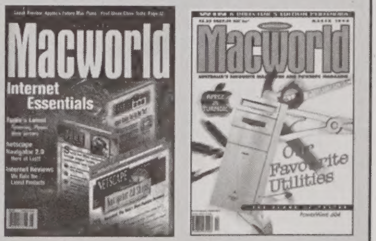
Tel: 03-757-1500 (no change)
Fax: 03-757-7474 (no change)

MACWORLD PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE OCTOBER 1995-MARCH 1996

Top Third 1	**Macworld U.S.** **Macworld Sweden** **Australian Macworld**	**Macwelt (Germany)** **Macworld España (Spain)** **Macworld Japan**
2 Middle Third	**Macworld Netherlands** **Macworld U.K.** **Macworld Brasil (Brazil)**	**Macworld Norge (Norway)** **Macworld Schweiz (Switzerland)**
3 Lower Third	**Macworld Türkiye (Turkey)** **Macworld Italia (Italy)** **Macworld Danmark (Denmark)**	**Golden (France)** **Macworld Mexico**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK



M*acworld* U.S. logged the highest profit margin for the six-month period October 1995 to March 1996, while *Australian Macworld* reported the greatest improvement in profit margin for the same six-month period.

CELEBRATING 10

Linda Gorgone

HOME: Framingham, Mass.

JOINED IDG: February 1986 as a part-time editorial assistant at Computerworld.

CURRENT TITLE: Assistant to the editor and office manager at Computerworld.

CAREER HIGHLIGHT: I'm in awe of the talented people I work with. Most could be writing for the Letterman show — and improving it!

MOST CHALLENGING PART OF YOUR JOB: Keeping the candy dish at my desk FULL!

JOINED IDG BECAUSE: It was a convenient location to home and the school nurse.

DREAM DESTINATION: Filene's Basement's one-day sale *before* everyone else gets there.

WORDS TO LIVE BY: (With young children): Do you have your homework done and your lunch money? (With college-age kids): Did you take enough money for bail?

FANTASY JOB: Runway model for women 5-feet and over!

LAST GOOD DEED YOU DID: I *didn't* sing out loud!

FIVE PEOPLE YOU'D INVITE TO DINNER: I could only invite three, because once I invited Mom and packed up the obligatory goodie bag for her, there wouldn't be enough for five!

THE
CARLTON

COMPUTERWORLD'S LINDA GORGONE JOINED IDG CHAIRMAN *Pat McGovern* *for dinner at Boston's Ritz-Carlton to celebrate her 10th anniversary with the company.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE: Hopefully Tom Selleck would be visiting...but if not, once I knew everyone was out safely, I'd grab all the family photos I could.

MANAGER'S PROFILE: "Linda is the perfect assistant. I hand something to her and it just gets done. I never have to check back on my request. She also has the most unrelentingly cheery disposition of anyone I've ever seen. She can buck up my spirits even on the most stressful days. She's a gem of a person and a real asset to the department."

*- **Paul Gillin**, editor, Computerworld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 44 research centers worldwide. IDG currently produces more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 24 June 10, 1996

IDG FRANCE AND IDG ITALY REORGANIZE MANAGEMENT OPERATIONS
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ON LINE: JIM CASELLA EXPLAINS IDG'S BUDGETARY PLANNING PROCESS
PAGE 3

IDG VETERAN SHARES TIPS ON BEING A LEADER IN TODAY'S BUSINESS ENVIRONMENT
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Training Offers Ticket to Success

Worldwide training opportunities help leverage in-house publishing expertise

THE CLASS OF ’96. *Standing, from left:* ***Lars Dahmen****, IDG Sweden;* ***Paul Molenaar****, IDG Netherlands;* ***Chen Gong****, IDG China;* ***Vicki Brown****, IDC;* ***Steve Moylan****, InfoWorld;* ***Maryfran Johnson****, Computerworld;* ***Mark Taussig****, PC World;* ***Sandy Reed****, InfoWorld;* ***Gilberto Manresa****, PC World Latin America;* ***Abbie Lundberg****, CIO;* ***Laurie Morgan****, Marketing Services;* ***Matt Sweeney****, Macworld;* ***Rohit Goel****, Media Transasia (Thai licensee);* ***Jackie Murphy****, Computerworld; and Bob Miller, IDG consultant. Seated from left:* ***Shi Huicheng****, China Computerworld;* ***Rob Garretson****, IDG News Service;* ***Holly Klingel****, Infotainment World;* ***Bob Winter****, Computerworld;* ***Carol Lasker****, Network World; and* ***Joan Daly****, Federal Computer Week.*

With its traditional emphasis on strategic issues and leadership development, the ninth annual IDG Publishing Institute brought together a diverse group of IDG managers for a intensive week of learning in late March.

Presentations and discussions focused on an array of publishing management functions including editorial, ad sales, circulation, publishing finance and organizational leadership. In addition the 20 students, all of whom were nominated to attend PI by their managers, explored the role and mission of IDC, IDG's global efforts, product de-

> *“The PI is like an IDG MBA in a box.”*

•CONTINUED PAGE 6•

A TOAST TO THOSE WHO MAKE IT HAPPEN

1996 PI PRESENTERS

Gary Beach, Computerworld
Walter Boyd, retired president, IDG
Kirk Campbell, IDC
Jim Casella, IDG
Kelly Conlin, IDG
Kathy Dinneen, IDG Research
Pat Ferrell, Infotainment World
John Gallant, Network World
Paul Gillin, Computerworld
Edie Holmes, FCW Gov't. Tech. Group
David Hill, International Pub. Svs.
Joe Levy, CIO
Rich Marino, PC World
Bengt Marnfeldt, IDG Sweden
Jim Martin, InfoWorld
Greg Mason, PC World
Pat McGovern, IDG
Kevin McPherson, Computerworld
Steve Pelosi, IDG
Bill Reinstein, Network World
Matt Smith, Computerworld
Evilee Thibeault, Network World
Colin Ungaro, Network World
Gigi Wang, IDC
Steve Woit, Computerworld

Thirteen members of this group are PI graduates.

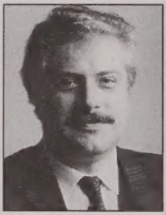
•CONTINUED PAGE 4•

IN BRIEF

IDG Italy, France Decentralize

This past April, new publishing directors took the helm at IDG offices in Paris and Milan. According to IDG's Chief Operating Officer **Jim Casella**, the reorganization of IDG France and IDG Italy is consistent with IDG's decentralized "focused business unit" approach.

"Over the years we have found that our most successful business units are clearly focused on their customers within a defined market segment," Casella said. Under the new structure, a publishing director has responsibility for a group of products, rather than having one general manager responsible for all the business unit's publications. IDG Germany underwent a similar decentralization in 1992, with Managing Director **Ralph Peter Rauchfuss** overseeing the Computerwoche group and Managing Director **York von Heimburg** overseeing IDG Magazines.


FERRARI

TOFFOLETTI

In Italy, Publisher **Giulio Ferrari** will manage the professional publications: *Computerworld Italia* and *Networking Italia.* Ferrari joined IDG in 1987. His roles have included editor-in-chief of *PC World* and *Macworld* and most recently, editorial director of all IDG Italy titles. Publisher **Mario Toffoletti** will manage the consumer magazines: *PC World Italia* and *Macworld Italia.* He joined IDG in 1989 as advertising manager for *PC World.* Since 1993, Toffoletti has been the commercial director and marketing manager for all IDG Italy publications.

POUPAERT

In France, **Patricia Poupaert** has been appointed director general for the business press group, which includes *Le Monde Informatique (LMI), Distributique* and *Reseaux & Telecom.* Poupaert has been with IDG for more than 15 years; her most recent role was publisher of *LMI.* **Marc Bataillon** has been appointed director general of the consumer magazine group, which includes *InfoPC* and *Golden.* Bataillon comes to IDG from Prisma Presse, the French subsidiary of Gruner & Jahr, which is the publishing arm of Bertlesmann. He was most recently associate publisher of *Voici* and *Gala.*

BATAILLON

In a related changes at the Paris office, **Gerard Adamis** has been appointed director of a new Global Product Support Center for distribution channel publications. He is the founding editor of *Distributique* and has served as publisher for the past three years. In addition, IDC France, under the direction of Managing Director **Gerard Bidal,** has been reintegrated into the IDC global organization.

PC W España Gets its Kicks

PC WORLD ESPAÑA'S SOCCER TEAM, LONG A FORCE TO *reckon with in the Madrid Open, qualified for the quarterfinals of the most recent tournament, held last month. The team, which was established six years ago but rotates players each year, practices every Saturday in Terrojon. (Front row, from left):* ***Rafael Lavandeira****, subscription assistant;* ***Serapio Hidalgo****, office services assistant; Javier Sanchez, freelance journalist, PC World;* ***Francisco Quesada****, journalist, PC World; Angel Luis Perez, second trainer (Standing, from left): Fernando Fernandez, freelance journalist, PC World;* ***Jose A. Vaquero****, accounting assistant; Daniel Sanguino, freelance journalist, Macworld; Angel Perez, trainer; Pedro Ortiz, freelance journalist, Macworld;* ***Fernando Rodriguez****, circulation and subscription manager;* ***Carlos Perez****, journalist, Macworld.*

SHORT TAKES

The majority of non-U.S. business units are reporting financial results for the first half of FY96 that are ahead of plan, including IDG operations in: Australia, Bulgaria, Germany, Hong Kong, Hungary, the Netherlands, Norway, Poland, Singapore, Spain and Switzerland.

■■■■■■■

IDG has agreed to sell *Digital Video* to Miller Freeman, part of the United News & Media publishing group. Miller Freeman specializes in publishing small, niche titles.

■■■■■■■

Interactive Training, a new company created and owned by **Paul Earl**, has acquired the assets and publishing agreements of CD Solutions. IDG will be a minority investor in the new company.

■■■■■■■

Today *Network World* is launching *IntraNet Magazine*, a monthly, tabloid-sized supplement bound into the full *NW* print run for 150,000 qualified subscribers. *IntraNet Magazine* is the largest revenue-producing supplement in *NW*'s history, with 25 ad pages out of 50 total pages.

ON LINE

JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q I read with interest your comments in the 4/29 issue of *IDG World Update* stating that IDG had ended the first half of FY96 with both revenues and profits ahead of prior year, but behind our plan. That got me to wondering how IDG comes up with its plan figures. And, as a mature company, how much more can we reasonably expect to make every year?

A Each year at this time IDG business units worldwide undertake an extensive planning process that encompasses the next three years. Most business units begin with a planning off-site that allows them to review the current state of their business within their market segment, prospects for the next three years and new opportunities for growth. They are provided with market trend analysis based on several sources, including input from IDC. This year we have added a Long Range Planning database on the World Wide Web. (This was featured in the *IDG World Update* in the May 27 issue.) In addition they are given a target profit margin to work toward by the IDG Executive Committee.

During June and July the business unit heads meet with their operating review boards for feedback on their strategic direction, as well as the overall three-year plan that they have prepared with their individual management teams. After their plan is endorsed by their operating review board, they forward it to the IDG Executive Committee for final review and approval. This year, we will review the international business plans in July and the U.S. plans in August.

Each of these business plans is evaluated independently from those of any other business unit. This is consistent with our decentralized operating philosophy and our corporate values. When we have finished this process in late August, we roll up all the business unit plans and together they form IDG's overall business plan for next three years.

Can you tell us a little about some of the general trends in the IDG employee survey?

The IDG Employee Opinion Survey is one of the communication and feedback instruments we use that distinguishes IDG as a company that truly listens to its employees. Listening to employee opinions and ideas, and taking action based on this data, is part of what makes IDG a great place to work.

The survey instrument is constantly evolving, based primarily on a great deal of employee feedback about the document itself. For example, in FY96 each business unit had the opportunity to customize one "open ended" question and up to three "closed ended" questions. Not every unit utilized this option in FY96, but I suspect that this will be a valuable opportunity for business units to ask for future data in specific and relevant areas. Ideas are always welcome, and Tom Mathews and Beth Nichols, who manage this process in our Corporate Human Resources department, are always interested in hearing from employees.

Participation rates continue to climb, and this is a critical trend. The more participation we have in this process, the more data and information we have to share among the IDG Executive Committee, business unit managers, and our employees. The U.S. participation rate was an unprecedented 88% in FY96. The non-U.S. portion of the survey has only recently been distributed, but we had a 67% response rate from those business units in FY95. I am sure we will exceed that level this year!

The data received from the survey is amazing. The worldwide summary results fill over 30 large binders of information, and I can assure you that at least one member of the IDG Executive Committee reads every piece of information. The general trends continue to show that IDG employees around the world are overwhelmingly positive about their job satisfaction, and IDG's employees have a very positive opinion of their business unit's image. We have a great deal of work to do in specific areas, such as continuing our global communication initiatives and continuing to build on our global training programs.

Overall, it is clear that IDG's 10 corporate values are well understood and in operation around the globe, and they are embraced by the best 8,000-plus employees in the industry!

What, in your opinion, are IDG's top three selling points in terms of attracting talented employees?

I always enjoy the chance to meet with talented individuals that are exploring the prospect of joining one of our business units. Our decentralized operating philosophy is one of the first points I discuss with a candidate. This was one of the major attractions for me when I was considering joining IDG a number of years ago, as president of InfoWorld. It is very important that they understand our commitment to decentralization and have the maturity and desire to be part of such an organization.

I then talk about the exciting and dynamic market we serve worldwide. I also discuss our unique focus on information about the IT market. We generally end up discussing, in depth, the benefits of this approach. Most candidates I meet with have worked at other media companies that lacked a clear or focused strategy.

In conclusion, I stress that we have the resources available to invest globally in good business ideas and talented individuals. This is very different from many other companies that do not have sufficient resources to invest in areas that are strategic to their future growth. We are constantly looking for new business ventures that can fuel our growth throughout the world.

A TOAST

continued from page 1

EPI PRESENTERS

HR OVERVIEW: Martha Stephens and Tom Mathews, IDG U.S.
PRODUCTION: Anne Foley, Macworld
EXPERIENCES OF A NEW COUNTRY MANAGER: Paul Molenaar, IDG Netherlands
EDITORIAL: Lars Dahmen, IDG Sweden
FINANCE: Keith Arnot, IDG U.K. and Josef Lohner, IDG Germany
IDG INTERNATIONAL PUBLISHING SERVICES: Patricia Smith, IPS U.S.
CIRCULATION: Suzanne Zihlmann, IDG Switzerland
IMS OVERVIEW: Karen Battley, Int'l Marketing Services/Europe
AD SALES: Peter Townsend, IMS/Germany
ALTERNATIVE MEDIA: Michael Freter, Computerwoche (Germany)
ROLE OF THE GENERAL MANAGER: York von Heimburg, IDG Magazines (Germany)
IDC: Pradip Somaia, IDC Europe

MPI PRESENTERS

FINANCE: Bob Ainsworth, InfoWorld
CIRCULATION: Angelina Beitia, Macworld
HR OVERVIEW: Tom Mathews, IDG HR; Donna Vieraitis, InfoWorld
ROLE OF PUBLISHER: Jim Martin, InfoWorld
AD SALES: Rich Marino and Jeff Edman, PC World
PRODUCTION: Linda Manes Goodwin, PC World
NEW MEDIA: Tom Morgan, Interactive Services Group
RESEARCH: Gary Rocchio, IDG Research Services
EDITORIAL: Phil Lemmons, *PC World*; Sandy Reed, *InfoWorld*
MARKETING: Peter Horan, IDG Marketing Services

International Student Bodies

IDG WORLD UPDATE

THE THIRD ANNUAL EUROPEAN PUBLISHING INSTITUTE WAS HELD MAY 20-22 IN *Munich. The EPI class of 1996 included (front row):* ***Didier Krainc****, France;* ***Susanne Zihlmann****, Switzerland (presenter);* ***Ove Heggedal****, Norway;* ***York von Heimburg****, Germany (presenter);* ***Tom Mathews****, IDG Human Resources, U.S. (organizer);* ***Volkan Ersoy****, Turkey. (Second row):* ***Angeles de la Marca****, Spain;* ***Alvaro Ibanez****, Spain;* ***Cigdem Palas****, Turkey;* ***Mila Pancheva****, Bulgaria;* ***Heiderose Witte****, Germany;* ***Jolanta Szot****, Poland;* ***Sonja Wunsch****, Switzerland;* ***Helene Fily****, France;* ***Pradip Somaia****, IDC Europe (presenter). (Third row):* ***Wlodzimierz Duszyk****, Poland;* ***Christoph Burkhart****, Germany;* ***Frank Hahn****, Germany;* ***Asa Hogman****, Sweden;* ***Sarah Williams****, U.K.;* ***Stefan Wiza****, Austria. (Back row):* ***Marius Mihalachi****, Romania;* ***Thomas Kratzer****, Germany;* ***Michael Reisner****, Austria;* ***Raimon Gort****, Netherlands;* ***Karen Battley****, U.K.;* ***Terry Finnegan****, U.K. (Not pictured):* ***Patricia Smith****, IDG World Update.*

TWENTY-TWO EMPLOYEES REPRESENTING 13 U.S. BUSINESS UNITS, JAPAN AND *Australia, gathered at the West Coast Management Publishing Institute (MPI) in April. (Front row, from left):* ***Stephanie Noyes****, IDG World Update;* ***Barbara Assadi****, Macworld;* ***Tom Mathews****, IDG (organizer);* ***Valerie Hoecke****, ISG;* ***Rhona Hamilton****, MW. (Second row):* ***Dan Gentile****, Network World;* ***Debbie Bernardi****, IDC;* ***Marcia Newlin****, Infotainment World;* ***Lisa DeLuca****, Federal Computer Week;* ***Sandy Wong****, PCW;* ***Barbara McDonald****, Web Publishing;* ***So-Fong Yip****, MW. (Back row):* ***Bill Lawrenson****, ISG;* ***Susan Brown****, IDG;* ***Jay Lampus****, @computerworld;* ***Steve Ireland****, CW & Reseller News Australia;* ***Mike Wallace****, PCW;* ***Brian Comnes****, IW;* ***Jim Casella****, IDG (presenter);* ***Mike Vizard****, IW;* ***Harvey Diamond****, PCW;* ***Jim Ghirardi****, IDG;* ***Toshi Takashima****, IDG Japan;* ***Peter Horan,*** *IDG Marketing Services (presenter). Not pictured:* ***Yuko Tanaka****, IDG Japan.*

IDG CORPORATE BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate Boviard STAR Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are granted twice a year at the IDG Holiday Luncheon in December and at the IDG Corporate Picnic in July. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award Selection Committee.

- IDG Corporate Accounting
- IDG Corporate Support Center:
  (Chairman's Office, President's Office)
- IDG Marketing Services
- IDG Corporate Credit
- IDG Corporate Finance
- IDG Corporate Tax & Legal
- IDG Human Resources
- IDG List Services
- IDG Research Services
- IDG International Publishing Services:
  (G&A, Licensing, IDG News Service, *IDG World Update)*

Please use the nomination form on the reverse side to nominate an IDG corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees may nominate other corporate IDG employees for this award. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paperweight. Plaques bearing the names of all corporate IDG **STARs** are displayed in the lobby at IDG's 5 Speen Street building in Framingham.

Nominations must be submitted by June 19.
Please use the form on the reverse side.

BOVIARD STAR AWARD PROGRAM

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's Selection Committee. The names of the award recipients will be announced at the annual IDG Corporate Picnic in July and published in *IDG World Update*.

EMPLOYEE NAME: ______________________________

TITLE: ______________________________

DEPARTMENT: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY: ____________________ DATE: ____________

All nominations must be submitted by June 19.
Send nominations to Molly Higgins, IDG Human Resources, 5 Speen Street, Framingham, Mass. 01701, or use interoffice mail or fax: 508-935-4600.

Job Opportunities
Monday, June 10, 1996

Sales Assistant (CIO)
The Sales Assistant will provide administrative support to CIO's Chicago sales staff including filing, faxing, copying, mail distribution, and ordering of office supplies. Duties will also include media kit assembly, data entry, answering phones, directing incoming calls, and arranging travel. Ideal candidates will possess strong interpersonal skills, excellent computer skills and be able to meet deadlines. *Location: Chicago, IL*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Internet: alana_jones@idg.com

WebMaster Sales Product Champion, West Coast (CIO)
The individual in this position will be responsible for advertising sales for WebMaster magazine on the West Coast. Ideal candidates will have proven sales success, strong computer skills, familiarity with Web related vendors on the West Coast and a minimum of 3-5 years direct as sales experience in a high-tech publishing environment. College degree required. *Location: San Francisco, CA*
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Internet: patty_reilly@idg.com

WebMaster Telemarketing Representative (CIO)
The individual in this position will be responsible for providing support and back-up to the entire United States WebMaster sales force. Ideal candidates will possess a strong phone presence, and 1-2 years related experience. This position is considered as an entrance to a career in sales. College degree required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Internet: alana_jones@idg.com

Advertising Sales Assistant (CW)
The individual in this position will support a district sales manager in all phases of the advertising sales process. The selected individual must be PC proficient with a working knowledge of Windows 95, Lotus Notes, and Lotus Smart Suite. Candidate must be able to work independently, prioritize, and have strong organizational and interpersonal skills. Prior experience in advertising preferred. *Location: Rochelle Park, NJ*
Contact: B. Cheney, Fax: 201-587-9255, Phone: 201-587-0090

Local Marketing Support Representative (ExecuTrain)
The individual in this position will be responsible for the rollout of marketing programs created by the National Ad Fund for local use. At least 3-5 years of advertising agency or corporate marketing experience required.
Location: Atlanta, GA
Contact: S. Segars, Fax: 770-664-2006, Phone: 770-667-7700

Systems Support Analyst, MASC (ExecuTrain)
The Major Account Service Center (MASC) is ExecuTrain's centralized support organization. The individual in this position is responsible for providing systems support to the treasury, payables, and services function. 3-5 years experience with a background in IS, accounting, and customer service required. Experience with software package AVISTA is preferred. *Location: Atlanta, GA*
Contact: T. Smart, Fax: 770-664-2066, Phone: 770-667-7700

Associate Editor, The Gray Sheet (IDC)
This position will be responsible for publishing two newsletters monthly, one special report annually, and overseeing all aspects of two direct mail marketing efforts and several smaller marketing campaigns throughout the year. This individual will work closely with IDC's top researchers and research programs to identify hot topics and to provide insightful analysis and market data.. Requires a strong knowledge of the IT industry as well as excellent writing and analysis skills. *Location: Framingham, MA*
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Internet: dmiller@idcresearch.com

Library Technician (IDC Gov't)
The Library Technician will track and keep library materials current. Responsibilities include: filing IDC research, Datapro reports, and Computer Economics publications as well as checking in, circulating and shelving journals, books, CD-ROMs, government publications, newspapers, and other library materials. The individual will also open and sort mail and process orders for library materials. Attention to detail is very important. *Location: Falls Church, VA*
Contact: N. Draper, Fax: 703-876-5077, Phone: 703-406-8830

Facilities Assistant (IDG Central Services)
The individual in this position will provide the Facilities department support in coordinating facility related services. Responsibilities include: working in conjunction with the building engineer to ensure the provision of adequate HVAC, lighting, and janitorial services, providing assistance with office moves, customer service, and general office support. Candidates should have experience in facility related services, basic knowledge of the Macintosh computer and good administrative skills. A California driver's license with a good driving record is required. *Location: San Francisco, CA*
Contact: S. Heistand, Fax: 415-543-3984, Phone: 415-978-3358

Graphics Technician (IDG/B)
The Graphics Technician will prepare graphics for placement by the Page Layout Technicians; scan necessary photographs and line art and prepare for layout; create icons according to series specification and editorial guidance; create simple line art illustrations whenever possible; and coordinate archival of graphics with Media/Archive Coordinator. Must be Macintosh proficient with knowledge of Quarkxpress, PageMaker, Photoshop, Freehand, and Illustrator. Should also have experience in 4-color process.
Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5200, Internet: jmaroney@idgbooks.com

Specialty Markets Representative (IDG/B)
Responsible for developing untapped markets and cold call selling, as well as hiring and managing independent representatives and developing their commission plans. Requires 4-5 years sales experience with knowlege of and exposure to more than one of the following markets: wine and liquors; food & cookware; health, fitness, & sporting goods; gift or school supplies. Also important is consumer goods experience and background managing independent commission representatives. *Location: Foster City, CA*
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Internet: plevenduski@idgbooks.com

IT Market Consultant (IDG/IMS)
The individual in this position will support both the International Sales Managers and Client Service Directors. Responsibilities include: attending client meetings, developing projects, conducting research, writing papers and preparing and delivering presentations. The successful candidate must have a respected track record, have extensive IT industry experience (enterprise and PC level), and possess a European (global) outlook. This position reports directly to the president of IMS and will require a blend of personal proactivity and independence within a highly demanding and successful team situation. *Location: Staines, London*
Contact: C. Spence, Fax: 44-1784-210-200, Phone: 44-1784-210-210

Marketing Manager, GamePro Media Group (IFTW)
The Marketing Manager will conceptualize, present, and implement new marketing strategies that will optimize long-term revenue opportunities for GamePro magazine and its other ventures. To work in tandem with the Marketing Services Manager to develop and implement sales promotion programs, collateral, and to elevate the GamePro brand through a targeted, strategic PR effort. 3+ years intermediate to senior level marketing experience, excellent communication and organization skills and Macintosh proficiency required. *Location: San Mateo, CA*
Contact: C. Sandor, Fax: 415-349-1598, Phone: 415-286-2515

Regional Sales Rep, GamePro (IFTW)
The individual in this position will create effective sales strategies, establish aggressive sales targets to ensure growth of our magazines, and meet advertising revenue goals for the South West Region. 3+ years advertising experience, preferably in the consumer publishing industry, and demonstrated closing and creative problem solving abilities are required. Excellent interpersonal and communication skills are essential. *Location: Los Angeles, CA*
Contact: C. Sandor, Fax: 415-349-1598, Phone: 415-286-2515

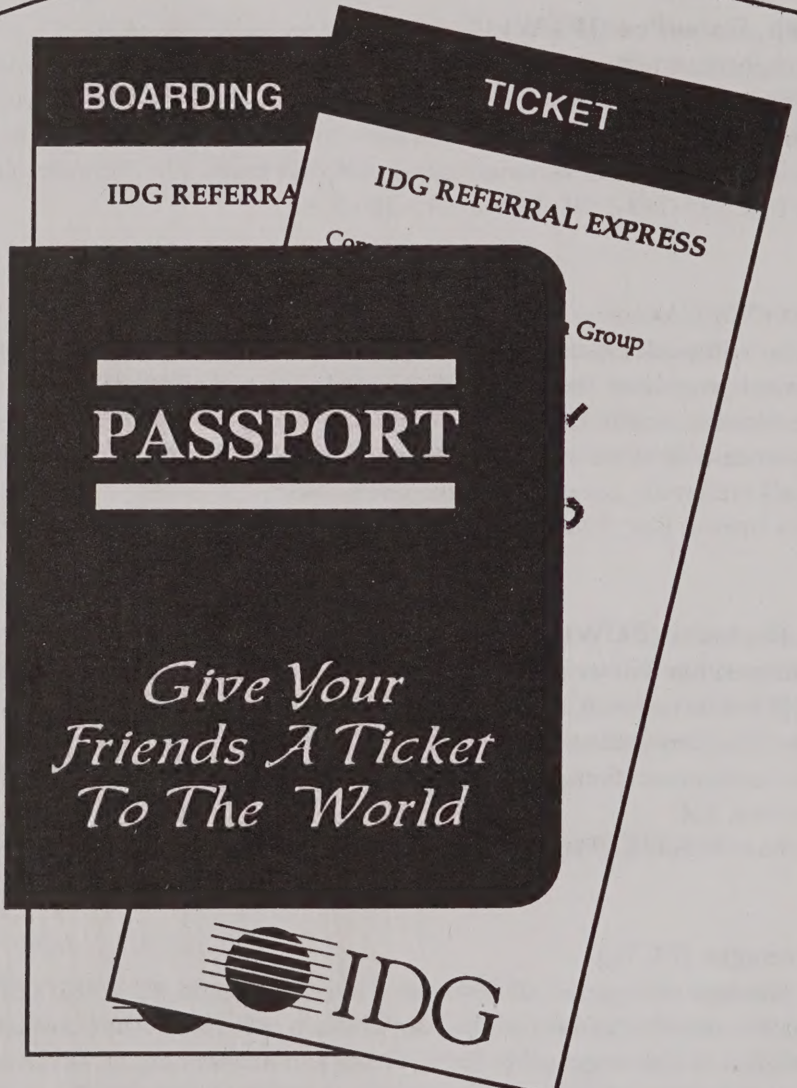
Product Specialist (NW)
The Product Specialist will work closely with the Senior Product Specialist in planning and executing the logistics of Network World seminar programs. Responsibilities include site and event research, event planning, and hotel logistics as well as inbound telesales and customer relations. The ideal candidate will be detail oriented and able to handle multiple projects. Prior experience with event/meeting planning highly desired. Prior sales skills and Macintosh skills (Filemaker Pro, Word, and Excel) preferred. *Location: Framingham, MA*
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Internet: mbrown@nww.com

Assistant Editor, Features (PCW)
The individual in this position will write and edit feature articles, columns, and sidebars as assigned. Responsibilities include assisting with article research, tracking products and issues in assigned areas, attending appropriate trade shows, and visiting vendors. Requires some travel. BA in Journalism/English or equivalent work experience required. Excellent writing and communications skills essential. Must be familiar with PC hardware and software.
Location: San Francisco, CA
Contact: C. Baskin, Fax: 415-974-7316, Phone: 415-267-1739

Sales Account Manager (PCW)
The Sales Account Manager will pursue all advertising opportunities in PC World's Silicon Valley territory through creative and imaginative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals. This position is also responsible for servicing and maintaining all advertising after the sale is made. Five years prior experience in selling ad space with a proven track record required. Contacts in the computer industry preferred. *Location: San Francisco, CA*
Contact: B. Carrigan, Fax: 415-442-1891, Phone: 415-974-7405

For a complete list of job opportunities, see the IDG Home Page at www.idg.com!
Please look forward to a complete list of job opportunities across IDG on Monday, June 24, 1996.

Get involved in IDG's Employee Referral Bonus Program


BOARDING
IDG REFERRA
TICKET
IDG REFERRAL EXPRESS
Com
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG

Ref ExPress

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

IDG'S PUBLISHING TRAINING HAS SOMETHING FOR EVERYONE

PUBLISHING PROCESS OVERVIEW

- A half-day introduction to the functions of a publishing enterprise including editorial, ad sales, circulation and production.
- Held approximately three times per year; available on video for non-U.S. business units.
- Open to all IDG employees.

MANAGEMENT PUBLISHING INSTITUTE (MPI)

- A three-day, in-depth look at the operational management of all publishing functions (Editorial, Ad Sales, Circulation, Production, Research, Marketing, Human Resources, Business Management and Role of the Publisher).
- Held twice annually — East Coast in October and West Coast in April.
- Open to U.S. and non-U.S. employees at middle management level. Employees must be nominated by business unit president.

LATIN AMERICAN PUBLISHING INSTITUTE (LAPI)

- A three-day, in-depth look at the operational management of all publishing functions.
- Held in January/February.
- Employees of IDG's Latin American operations at the middle to senior management level can attend. Employees must be nominated by country manager.

EUROPEAN PUBLISHING INSTITUTE (EPI)

- A three-day, in-depth look at the operational management of all publishing functions.
- Held in May/June.
- Employees of IDG's European operations at the middle to senior management level can attend. Employees must be nominated by country manager.

PUBLISHING INSTITUTE (PI)

- A five-day, in-depth look at the strategic management of a publishing enterprise; the alignment and integration of functions with business strategy, leadership and its impact on publishing success.
- Held in March.
- Open to worldwide senior middle management/department heads and up, nominated by their business unit president.

For more information contact Beth Nichols at tel: 508-935-4416, fax: 508-935-4600 or Internet: beth_nichols@idg.com; or Tom Mathews at tel: 508-935-4710 or Internet: tom_mathews@idg.com.

AN IDG VETERAN SHARES WORDS OF WISDOM WITH PI ATTENDEES

Evilee Thibeault, senior vice president and publisher of Network World, is a seven-year IDG veteran and a graduate of the PI class of '92. In her closing remarks to this year's PI class, Thibeault shared some thoughts about the role of a leader in today's business environment and offered a checklist of success strategies garnered from colleagues during her years at IDG. According to Thibeault, "The roles of leaders are changing — comfortable low-stress executive positions are out. Hard work, passion, decisiveness and market knowledge are in." Other words of wisdom included the following:

MANAGEMENT AND LEADERSHIP

- Be a good manager but a great leader — and know the difference.
- Don't just delegate, empower — and know the difference.
- Be decisive — no guts, no glory.
- Accept blame but share credit.
- Even if you don't have a life, respect others' right to have one.
- Hire and learn from experts.
- Value diversity — you never know where the next great idea will come from.
- Lead by example — don't expect your staff to work harder than you do.
- To lead is to serve.

IDG BUSINESS

- Every product has a life cycle — know when to hold and when to fold.
- If revenues fall short, manage your expenses. Make plan.
- Even if you are in a spending job, find ways to make money for IDG. Think outside the box.
- The best defense is a strategic offense.
- Bond with your IDG brothers and sisters.
- Adore Marketing Services — they are an extension of your sales staff into your largest accounts.
- Know your market — read everything.

PERSONAL

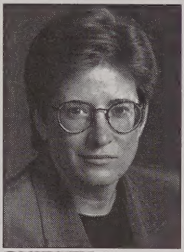
- Have a mentor, be a mentor.
- Develop a passion about work and life — let it be contagious.
- Work hard.
- Polish up your presentation skills.
- Develop a healthy sense of arrogance, but keep your ego in check.
- Take good care of yourself — eat well, get plenty of rest and exercise.
- Never let them see you sweat.
- We get by with a little help from our friends.
- Be the master of your own destiny — no excuses.
- Above all else, integrity and respect for others.

and finally...

- Death, taxes and stress. They are facts of life; eliminating is futile, coping is key.

NOTEWORTHY

NEW EMPLOYEES



SHIPLEY

InfoWorld welcomes **Chris Shipley** as executive producer of the Demo conference and editor and publisher of *PC Letter*. During her 12-year career, Chris' many roles have included several posts at Ziff-Davis Publishing, including executive editor of *PC/Computer*, executive editor at Ziff-Davis Interactive and founding editor of *Computer Life*; creator of editorial services on the Web, Prodigy, CompuServe and other online services, and author of the forthcoming book, *How the World Wide Web Works*. In her free time, Chris is an avid runner.

Administrative Assistant **Joyce Melendez** manages the departmental calendar, tracks deliverables, prepares overhead presentations and other tasks for the controller's office at IDG Books Worldwide in Foster City, Calif. Before joining IDG she worked in a similar role for a real estate office. Joyce studied English at San Francisco State University and spends her free time hiking, swimming and playing tennis.

IDG's Accounting Department in Framingham, Mass., welcomes two new employees. Before he joined IDG, Accounts Payable Supervisor **Christopher Dirk** held a similar title at Safety 1st, Inc. Christopher earned a B.S. in forest business administration at the University of Maine/Orono and spends his off hours skiing, hunting, fishing and golfing.

Accountant **Lisa Jacques** worked previously as a senior accountant at DMR Group, Inc. in Waltham, Mass. She has a B.S./B.A. from Merrimack College and an M.B.A. from Suffolk University. Outside the office, Lisa enjoys running, mountain biking and ballet.

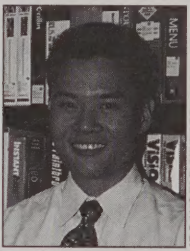
Jamie Anne Noble has joined *InfoWorld* in San Mateo, Calif., as a production specialist. She most recently worked at Caulastics as an electronic prepress technician. After taking courses in biology at San Francisco State University, Jamie was lured into the graphics field and hopes to pursue video imaging at the San Francisco Academy of Art. In her off hours, she can be found on the links (golfing), in the air (skydiving) and in the water (scuba diving).

Infotainment World welcomes Intern **Claudia Fung**, who will be be working in the art department. She will be a student at the California College of Arts and Crafts in September. Music, learning foreign languages and drawing and designing occupy her free time.

Macworld Administrative Assistant **Jessica Ross** is supporting two ad sales teams based in San Francisco. In her previous job, Jessica was the program coordinator for Marita Travel Co. Jessica earned a B.A. in history from the University of Colorado and edits her alumni newsletter.

TRANSFERS

Kathy Day, most recently publicity and events manager for IDG Books' Dummies, Inc. brand, is the public relations manager for IDG Marketing Services in San Francisco. Kathy's responsibilities for the newly created position include handling press relations for IDG — everything from managing press kits to coordinating executive interviews; maintaining topline IDG information accessible on a company-wide basis (such as updating the IDG Corporate Profile and distributing IDG press releases on Notes and on the IDG Web site), and pursuing cooperative public relations efforts across business units.



CHIN

IDG WORLD UPDATE

Oliver Chin, formerly marketing manager at *Multimedia World*, has signed on as marketing manager at *Macworld*. He joined IDG in 1994 as a management associate at *PC World*. Oliver earned a B.A. in social studies from Harvard University in 1991 and is an accomplished cartoonist.

RETURNING VETERANS

After a seven month self-styled sabbatical, **Tom Moran** is back at IDG as news editor for *InfoWorld*. Tom first came to *InfoWorld* in 1986 and two years later joined *Macworld*, where he was senior associate editor/news until October 1995.

PUBLISHING INSTITUTE

continued from page 1

velopment and trends in technology and the publishing industry.

Because sessions are led by IDG business unit presidents and other senior management personnel, the PI provides a senior-level view of IDG's culture and its impact on publishing success, noted Bob Miller, the IDG consultant who has organized and led the PI for all of its nine years.

"The PI is like an IDG MBA in a box; the speakers, other participants and the case study all helped crystallize a lot of functional knowledge in the areas of editorial, ad sales, circulation, marketing,new business development, research and finance," read one attendee's evaluation.

This year's class was perhaps the most diverse in PI history. Every U.S. print publishing unit was represented; almost 50% of the participants were women; and a quarter hailed from non-U.S. offices.

There are currently more than 110 IDG managers worldwide who have participated in the Publishing Institute. Hundreds more have attended the Management Publishing Institute, the European Publishing Institute and the Latin American Publishing Institute.

Employees interested in attending one of the sessions should speak with their managers. You may also contact **Beth Nichols** at IDG Human Resources for more information about the programs. Beth can be reached at 508-935-4416, fax: 508-935-4600 or Internet: beth_nichols@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Robin Silverman - IDG

FIFTEEN YEARS

Patricia Keefe - Computerworld

THIRTEEN YEARS

Derek Hulitzky - Computerworld

NINE YEARS

Maureen Preble - Int'l Publishing Svcs.
Norman Noble - PC World
Linda Manes Goodwin - PC World
Bob Brewin - FCW Govt. Tech. Group
Irmtrud Schäfer - IDG Germany

EIGHT YEARS

Debra Brown - IDG
Patricia Walker - Computerworld
Susan Kusnic - Computerworld
Paul Desmond - Network World

SEVEN YEARS

Meg Rogers - IDG New Zealand
Janet King - IDG Research Svcs.
Robin Robinson - Computerworld
Pierre Mangin - IDG France

SIX YEARS

Bob Carrigan - PC World
Henry Pham - PC World
Mark Taussig - PC World
Michael Fitzgerald - Computerworld
Pilar Gutierrez - IDG Mexico

FIVE YEARS

Richard Johnson - PC World
Norboru Masuda - IDG Japan
Mary Cotugno - Computerworld
Marcia Ross - Computerworld
Steve Klett - Infotainment World

FOUR YEARS

Scott Laughlin - PC World
Carolyn Perot - PC World
Rob Garretson - Int'l Publishing Svcs.
Arthur Labridy - IDG France
Ivan Makharine - IDG France
Christine Yam - Infotainment World

THREE YEARS

Andrea Malcolm - IDG New Zealand
Takumi Takahashi - IDG Japan
Asako Sato - IDG Japan
Tony Augsburger - IDG Books
Pam Mourouzis - IDG Books
Heike Will - IDG Germany
Birgit Mayer - IDG Germany

TWO YEARS

Peter Davison - IDG New Zealand
Bill Haines - IDG New Zealand
Shelia O'Brien - IDG New Zealand
Harvindar Singh - IDG New Zealand
Mike Salayko - PC World
Stephen Compton - PC World
Susan Klawiter - IMI/Publish
Toni O'Connor - Computerworld
Mary Kay McIntire - Network World
Steve Plevin - Macworld

ONE YEAR

Aysel Özken - IDG Turkey
Fatih Cavili - IDG Turkey
Muzaffer Cakir - IDG Turkey
Christian Hernandez - IDG Latin America
Diane Nadeau - IDG
Masahiro Saito - IDG Japan
Jennifer Arispe - Computerworld
Emmie Clark - Computerworld
Roxane Gentile - Macworld
Suzanne Hibbert - IDG Media

LET US HEAR FROM YOU!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

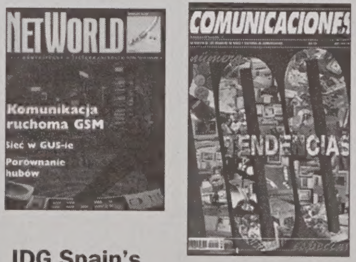
Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter? Please contact the editors at: world-_update@idg.com or call us at 617-423-9030.

COMMUNICATIONS PUBLICATIONS:	SIX-MONTH YEAR-TO-DATE OCTOBER 1995 TO MARCH 1996
Top Third 1	Comunicaciones World (Spain) LAN Internetworking (Netherlands) China Computers & Communication
Middle Third 2	NetWorld (Poland) Nätverk & Kommunikation (Sweden) Network World U.S.
3 Lower Third	Networking (Italy) Réseaux & Telecoms (France) Network World (Australia) China Telecom Product World

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK



IDG Spain's *Comunicaciones World* logged the highest profit margin for the six-month period October 1995 to March 1996, while Poland's *NetWorld* reported the greatest improvement in profit margin for the same six-month period.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Brian Comnes will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* magnetic pens.

HONORABLE MENTIONS

"If this is what they meant by getting a leg up on the competition, we're in more trouble than I thought."

- Rick Popko
Multimedia World

"When I said I wanted 'best of breed' at all of our workstations, I meant software applications."

- Scott Morgan
InfoWorld

"I know, I know, but we've got to ship the new version of Fetch on time."

- Heath Row
CIO

"Not exactly what I meant by FidoNet."

- Rob Springer
IDG Books

"These new guys run FidoNet okay, but now our snack machines are filled with chew toys, Alpo, and toilet water."

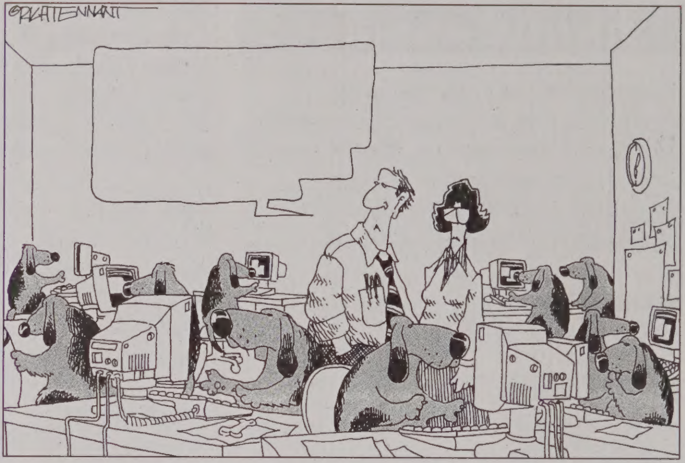
- Kevin Spencer
IDG Books

"I said 'give the dog a bone,' not a clone."

- Merrill Walsh
IDC

"Hmm...must be text retrievers."

- Suzan Wunderlich
FCW Government Technology Group



"Darn it Ms. Bledsoe, I said 10 browsers, not bowsers!"

- Brian Comnes
InfoWorld

"Sure, they're good watchdogs, but there must be a more efficient way to monitor Internet traffic."

- Bjørn Smith
PC World Danmark

"Say what you like. They work long hours, obey orders and spend less time on the phone."

-Leong Yin Leng
IDG Singapore

RICH TENNANT'S CAPTION

"I'll tell you this — retraining for client/server isn't going to be easy. Do you know how old some of these dogs are?"

Rich can be reached via the Internet at: the5wave@tiac.net.

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 25

June 17, 1996

IDG BUSINESS UNITS CONTINUE TO SET UP SHOP ON THE WORLD WIDE WEB
PAGE 2

ON LINE: IDG ROMANIA PUBLISHER MIHAELA GORODCOV ADDRESSES MARKET STATUS
PAGE 3

SUBMIT YOUR ENTRIES FOR THE 13TH ANNUAL IDG PHOTO CALENDAR CONTEST
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

E3 Takes Off

Two-year old Electronic Entertainment Expo leaves competition in the dust

ANNE MARCUS

GINI TALMADGE, PC GAMES PRESIDENT, *with the enthusiastic winner of the Buell Motorcycle promotion, sponsored by PC Games, GamePro and Infotainment World.*

In two short years the Electronic Entertainment Expo (E3) has blown away the competition and garnered so much attention that a cross-country relocation is necessary to accommodate the 1997 event.

When the trade show, co-produced by Infotainment World Events, debuted last year at the Los Angeles Convention Center, attendance surpassed all expectations by over 10,000. Last month's E3 registered 57,795 attendees — a jump of more than 40% over 1995.

•CONTINUED PAGE 5•

Bowled Over

Unable to press early advantage, East Coast Suits get taken to the cleaners by West Coast Slackers in Computer Bowl

A CONFIDENT EAST COAST TEAM POSES FOR A PRE-GAME PHOTO. THEIR LOSS IN *the eighth annual event gives the West Coast an overall lead of 5 to 3 in total bowl games. Left to right: Ted Leonsis of America Online; George Colony of Forrester Research; Computerworld Editor-in-Chief* ***Paul Gillin****; Judith Hurwitz of Hurwitz Consulting; and Steve Mills of IBM Software Solutions.*

OK, quick. What computer company enjoyed the greatest percent age increase in its stock price in 1995, at 1,400%?

If you answered Iomega, you'd not only be right, you'd be one up on all 10 participants in the eighth annual Computer Bowl held last month at the Santa Clara Convention Center in California.

Making his second consecutive appearance as a bowl contestant was *Computerworld* Editor-in-Chief **Paul Gillin**, who served as captain for this year's East Coast team. Despite a valiant effort, which included answering more questions correctly (11) than any other contestant and being named MVP (for the second year), Gillin was unable to lead his team to victory. The East Coast Suits, sporting power ties and IBM "Think" signs tucked in their pockets,

•CONTINUED PAGE 4•

IN BRIEF

A Positive Spin: IDG Business Units Establish Web Presence

IDG Taiwan Invites Readers to Cyberworld

IDG Taiwan this month staked out its piece of cyberspace with the launch of its World Wide Web site. Dubbed Cyberworld, the site will capitalize on the leading position IDG Taiwan's publications — *Computerworld, PC World* and *Windows World* — occupy in the local market as well as the company's ties to the larger IDG family. "We will consolidate the resources of our three publications as well as our International Marketing Service group and various other IDG offerings for our Cyberworld visitors," noted IDG Taiwan President **Jack Wang**.

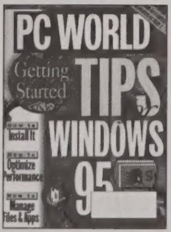
While the site itself is open to all, visitors are invited to join the Cyberworld Club, which for an annual fee of NT$5,000, offers members an expanded menu of options. Among the site's offerings are the following:

- Top news and features from the current issue of *Computerworld Taiwan, PC World Taiwan* and *WindowsWorld Taiwan.*
- IMS services.
- Online subscription service for the publications magazines and purchase of books.
- Opportunity to join the CyberWorld Club, offering members exclusive privileges and special discounts and services, including:
  - Discounts on IT products, training courses and seminars provided by various IT vendors.
  - Access to global news and information.
  - Discounts on the purchase of IDC research reports and titles published by IDG Books Worldwide.
  - Downloadable shareware.

You may access the site, which is currently averaging some 1,400 hits per day, at: http://www.idg.com.tw./

SHORT TAKES

PC World has announced a new circulation rate base of 1,101,000, effective with its Septmber 1996 issue, further securing its position as the world's largest computer publication. *PC World*'s rate base has grown 78% over the past four years.



PC Welt Celebrates Two Years Online

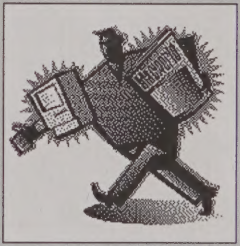
PC Welt, Germany's leading computer magazine, recently celebrated two years of online presence. *PC Welt* is now represented on all the major online services in Germany, including Telekom Online, America Online and, since January, CompuServe. It is the most visited site of all German PC magazines, and the users of Telekom Online have voted it as the best site overall.

PC Welt Online's varied contents includes daily news updates as well as a highly popular "Tips & Tricks" section.

Users will soon be able to conduct online searches in back issues of *PC Welt* from 1994 to the present. PC Welt Online has started offering advertising opportunities on its AOL site. Clients may buy three ads, 40 x 140 pixels in size, as premium advertising spaces, which will be linked to other AOL or Internet sites.

For more information on PC Welt Online, contact ***Joachim Herbert****, manager of PC Welt New Media, at tel: 49-89-360-86-121; fax 49-89-360-86-416 or via the Internet: 76137.1317@compuserve.com.*

LIVE ON THE WORLD WIDE WEB



***Macworld Schweiz* has launched a home page (http://www.macworld.ch) that includes, among other features, regular news flashes and a comprehensive directory of the best Macintosh resources available on the 'net. For more information, contact Urs Flückiger, advertising director via the Internet: urs_flueckiger@macworld.ch.**

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

ComputerScope, IDG's Irish licensee, has launched InfoLive on the World Wide Web (http://www.infolive.ie). In addition to archived issues of *ComputerScope* and *PC Live!*, InfoLive offers online readers searchable buyers guides, free online classified ads, IT Event Guide and newsgroups. The company also plans to incorporate a daily news feed into the service. For more information, contact General Manager Frank Quinn via the Internet: quinn@scope.ie.

ON LINE

MIHAELA GORODCOV

The publisher of IDG Communications Publishing Group in Romania is this week's columnist.

IDG ROMANIA AT-A-GLANCE

• LOCATION: Bucharest

• ESTABLISHED: Became an IDG licensee in May 1993.

• NUMBER OF EMPLOYEES: 38, 18 of whom are permanent staff.

• PRODUCTS: *PC World Romania* (monthly), *Computerworld Romania* (biweekly) and *Telecom Romania* (bimonthly).

• TOTAL NUMBER OF READERS: More than 100,000.

• OFFICE PHILOSOPHY: In an emerging market you have to be very imaginative and creative. You have to acknowledge that education is one of the main components of daily activity. I have two mottoes: "Confuse your enemies" and "We can't miss being successful if we know our market." I call our advertisers "partners" rather than "clients," because we are working together to build a market. This kind of partnership with all the IT companies is one of our main goals. The family spirit makes everyone feel more comfortable and consolidates our position in the market.

• MOST RECENT ACCOMPLISHMENT: Celebrating *PC World Romania*'s third anniversary in May and a new peak in advertising sales with a party for partners and friends. *PCW* has become the flagship publication of the IT market in Romania.

Q Could you briefly describe your country's IT market?

A According to the latest IDC survey, Romania is a country of paradoxes. Although it is the biggest country in this part of Europe (with 23 million inhabitants) and it has an enormous potential in terms of IT specialists, its IT market is undersized. The overall number of PCs sold in 1995 was about 40,000. Hardware spending rose to about $100 million. Forecasts are not optimistic for this year, because the market is awaiting the result of this September's general election. It is impossible to evaluate the software market, because the biggest part of the installed software base consists of pirated copies. A copyright law was established this year, however, which aims to halt the piracy problem. The IT market is concentrated in Bucharest, but there are other pockets of development. We have one employee in Timisoara, in the western part of Romania.

What competitors do you have in the IT publishing market?

There are three main groups of competitors: 1) Financial weeklies and monthlies, such as *Capital* (a Swiss Ringier Group magazine), which started in 1991. It is our competitor in the users and small non-IT companies market. 2) Dailies (for classified advertising). 3) Two competitors are in the IT press: *Chip Romania*, and Hot Soft and Agora Press.

Chip Romania is edited in the central part of Romania under a Vogel license. It has rather bad marketing, random distribution and only 15%-20% advertising. There are rumors Vogel decided recently to invest some money in the publication.

Hot Soft and Agora Press are sister companies located in Transylvania. They are mainly software developers (Autodesk dealers), but they do have three publications. *PC Report* is a monthly black-and-white tabloid with no specific reader target. It contains a mix of classified and display advertising at very low rates. *Byte Romania* has a science and technology focus, like any other *Byte* magazine. It has a small circulation (5,000) copies and bad coverage of interesting topics (there are fewer than five transputers in all of Romania, and *Byte* did an issue dedicated to this topic.) It is, however, a good looking magazine.

CAD Report just launched a few months ago, published under Autodesk authority, with a circulation of 2,000. All three titles benefit from being part of a commercial IT company, but they have to make many compromises for getting market share.

We don't consider Romania's more than 200 television and radio stations to be competitors. I have my own program on one of the most popular of the six private TV channels. We try to work with some of them and do special segments focused on IT. Also, our publications are featured on IT-related broadcasts and advertised on national TV (two channels) and radio as well as on the private channels.

What grants us the biggest piece of the IT publishing market is, mainly, the content of our publications. This statement is proven by our circulation figures, which are on top, at great distance from our competitors. We are targeting the small-office, home-office market, because I strongly believe this market to be the real chance for my country. Staying close to the market and meeting its demands is the way we face the competition. From this point of view, we have no serious competitors.

Name three things that characterize life at IDG Romania.

1) The family spirit and understanding. 2) Our constant effort to keep the IDG flag visible in the market. 3) Teamwork. I think the most important aspect of IDG is that we are a team, not a platoon. We [the individual offices] keep our personalities intact and act by our local market rules.

Note: Part two of Mihaela's column will appear later this month.

COMPUTER BOWL

continued from page 1

succumbed to the West Coast Slackers, headed by Rocket Science Games CEO Steve Blank, 240 to 200.

"We blew them away during the practice session," said a dejected Gillin. "And we were ahead briefly during the opening round, but then we lost the lead, and we never got it back."

Serendipitous preparations

Asked about what he did to prepare for this year's contest, Gillin, who admitted to studying for half an hour every night for weeks before last year's competition, replied, "absolutely nothing."

Well, except take a vacation to Montreal the week prior to the bowl that yielded one important piece of trivia that allowed him to correctly name the French word commonly used for computer (ordinateur).

And thumb through a computer dictionary before the start of the event, where an abbreviation, F2F, caught his eye and came in handy several hours later when he was able to correctly identify it as the e-mail shorthand for face-to-face.

But mostly, said Gillin, "I either knew it or I guessed." That's how he wowed the crowd when he buzzed in with the Netscape shortcut key for the Fishcam (control/alt/F). "A total shot in the dark," said Gillin. "I've never even seen the Fishcam." And then there was this one. "There is a Web site called The Big Red Button That Doesn't Do Anything. The site features a big red button. What happens when you push it?" Answer: Nothing. "So obvious, it's difficult," Gillin said.

Despite the loss, Gillin remained philosophical. "It's a lot of fun, nobody got hurt, and it's for a good cause," he noted.

The Boston-based Computer Museum, which organizes the annual event, also held a post-game auction of donated items and services, including a one-week stint as publisher of *Computerworld*, for which Symantec CEO Gordon Eubanks paid $15,000. Altogether the museum added $50,000 to the $2.5 million it has collected during the past seven years, all of which is used to fund its computer literacy and education programs.

PUT YOURSELF TO THE TEST

Here's a sampling of questions from this year's Computer Bowl. For true trivia addicts, the Computer Museum has recently published *The Official Computer Bowl Trivia Book* (Crown). The book offers a behind-the-scenes look at the bowl, names of all the computer industry celebrities who survived "the ultimate test of smarts" and includes the questions from the first six years of the bowl plus hundreds more not used during the games.

1. Toy Story was the first full-length feature film to be completely computer generated. Its director, John Lasseter, won an Oscar for a previous computer-generated short film. What was it called?

2. Which is not the name of a real Web site — The House of Sacred Squirrels, The Bureau of Missing Socks or Wombats Who Speak Esperanto?

3. Whose new portrait is a composite image of 75 women's faces created on a computer?

4. What was the internal code name for the Netscape 1.2 Internet browser — Cheddar, Brie or Provolone?

5. What is the trendy term on the Internet these days that is a Sanskrit word meaning "the visible form that the gods take on earth" — "agent," "avatar" or "java"?

6. One of the earliest forms of mechanical information storage was an ancient Peruvian device consisting of a cord with knotted strings of various colors attached, used for recording events and keeping accounts, etc. Was that device called a "quipu," an "atahualpa" or a "picchu"?

7. Programmers sometimes embed little surprises in their programs which are activated by pressing unusual key combinations. What is the term for these little inside jokes?

8. The laptop computer is 15 years old this year. Epson America introduced the first laptop in 1981. What was its model number?

9. What's the slang term for a security device that must be plugged into a computer's serial or parallel port before certain software will operate?

10. What color were the main tents at the Microsoft Windows 95 launch in Redmond, Wash., last summer?

ANSWERS

1. Tin Toy
2. Wombats Who Speak Esperanto
3. Betty Crocker
4. Cheddar
5. Avatar
6. A quipu
7. Easter eggs
8. The HX-20
9. A dongle
10. White

Technical Course Developer (ExecuTrain)
The individual in this position will design, develop, and evaluate training materials for technologies and tools such as Visual Basic, Power Builder, C/C++, Access, SQL Server, Sybase, Oracle, Windows NT Server, UNIX, and Netware. College degree required. Excellent writing skills, GUI development skills, and DBMS and advanced operating systems preferred. Must provide writing samples.
Location: Atlanta, GA
Contact: K. Monks, Fax: 770-664-2066, Phone: 770-667-7700, Email: karenm@executrain.com

Product Line Sales Support Manager (ExecuTrain)
The individual in this position will provide sales support to the multimedia and technical training areas. Responsibilities will include the development and delivery of educational materials and training designed to drive sales. College degree required with a successful sales track record. Sales and/or product management experience along with national/headquarter account responsibility is also required. Excellent oral and written communication skills, presentation skills, and public speaking skills are mandatory. *Location: Atlanta, GA*
Contact: S. Wilson, Fax: 770-664-2006, Phone: 770-667-7700, Email: scottw@executrain.com

Administrative Assistant, CPG Editorial (IDG/B)
The Administrative Assistant will provide the CPG editorial staff with general administrative and clerical support. Candidate should be proficient in computers with a thorough knowledge of MS Word and Excel. Prior administrative experience required. Degree in English preferred. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Production Systems Specialist (IDG/B)
This position is a combination of the Graphics Production Specialist and the Systems Specialist. In addition to performing page layout duties, this individual will support the department in hardware and software troubleshooting as well as maintenance needs. Requires a minimum of 3 years experience with desktop publishing software, archiving and backup procedures. Should have a thorough knowledge of Adobe Pagemaker or QuarkXpress. *Location: Foster City, CA*
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Sales Support Coordinator, CPG Mktg. (IDG/B)
The individual in this position will coordinate the preparation of all materials and presentations for domestic and international sales meetings. Requires 1-3 years experience in a similar level position related to channel sales. Should be proficient in MS Word, Excel, and PowerPoint on a PC platform. College degree preferred. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Director of Circulation, PC Games (IFTW)
The individual in this position will manage, organize, and coordinate all circulation activities. Responsibilities include: budgeting, strategic planning, profitability analysis, newsstand management, as well as direction and implementation of promotion and direct mail activities. Candidate must be a strong team leader with 5+ years circulation management experience. *Location: San Mateo, CA*
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Subscription/Fulfillment Specialist, PC Games (IFTW)
Ideal candidate will have 3+ years experience in new business testing and development, direct mail, insert cards, online subscriptions, BPA statements and audits, and renewals. Must have extensive analysis and knowledge of fulfillment reports. Strong analytical and computer skills necessary. *Location: San Mateo, CA*
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Sr. Production Coordinator, PC Games (IFTW)
Responsibilities of this position include: pre-press process, production schedules, and coordinating editorial/sales deadlines of a monthly magazine. Candidate must be enthusiastic, creative, and have 3+ years of experience in the production of editorial pages. Must have a familiarity with electronic pre-press, formatting, entering edits, and screen processing as well as proficiency in QuarkXpress, Photoshop, and Illustrator. Excellent analytical, organizational, interpersonal, and computer skills required. Must be a team player who can accept individual responsibility and accountability. *Location: San Mateo, CA*
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

National Ad Director, PC Games (IFTW)
The National Ad Director for PC Games will be responsible for maximizing advertising page revenue and market share for PC Games magazine by participating in the development of and directing the implementation of sales promotion strategies and programs. This individual will also be responsible for developing a highly professional sales force. 5+ years consumer advertising sales experience required.
Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

For a complete list of job opportunities, visit the IDG Home Page at www.idg.com!
Please look forward to a complete list of job opportunities accross IDG on Monday, June 24, 1996!

Job Opportunities
Monday, June 17, 1996

Graphic Designer (CCI)
We are seeking a highly, talented, production-oriented designer to work on a number of national newsstand publications. Must be an expert in Quark X-Press and proficient in Illustrator and Photoshop. Must possess a thorough knowledge of CMYK printing and experience with photo manipulation, retouching and color correction of high resolution images on the Mac. *Location: Peterborough, NH*
Contact: J. Engel, Fax: 603-924-7013, Phone: 603-924-7271, Email: -NA-

Advertising Sales (CCI)
We are seeking an inside advertising sales professional to join our IT sales team. The successful candidate will sell advertising space to new and existing accounts. Excellent oral and written communication skills are essential. Minimum 2 years successful inside sales experience within the high-tech community required. *Location: Peterborough, NH*
Contact: J. Engel, Fax: 603-924-7013, Phone: 603-924-7271, Email: -NA-

Ad Traffic Coordinator (CIO)
The individual in this position will be responsible for ad traffic, including: agency contact, handling and inspecting film, processing ad transmittals, and insertion order handling, copy and distribution. In addition to internal trafficking, candidate is responsible for quality control at the final film stage. Ideal candidate will possess 1-2 years experience in a magazine or graphic arts environment, excellent phone skills, and strong computer skills. Candidate must also be detail oriented and deadline sensitive. College degree required.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

MarCom Specialist (CIO)
The individual in this position will be responsible for assisting the Marketing Communications Manager in the creation of ad campaigns, direct mail campaigns, media kits, on-line content, and presentations. The MarCom Specialist will also write, produce, and distribute Editorial Updates and Media letters, maintain marketing databases, track direct mail responses, issue reports, and perform general administrative duties. Ideal candidate will possess 1-3 years experience in Marketing Communications and a BA in a related field. Candidate should possess excellent writing and communication skills, knowledge of printing process and pre-press production and familiarity with Macintosh applications. Individual should be organized, enthusiastic, and team oriented. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Advertising Sales Assistant (CW)
The individual in this position will be a member of the support team assisting three District Managers and a Regional VP in all phases of the advertising sales process. Candidate must demonstrate strong telephone communication skills with emphasis on developing/maintaining client relationships. Ability to prioritize, strong organizational and interpersonal skills, and PC proficiency are necessary. Working knowledge of AmiPro, Lotus 1-2-3, Lotus Notes, and Freelance Graphics software is preferred. *Location: Waltham, MA*
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

District Sales Manager (CW)
Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies on the West Coast. Candidates should possess a minimum of 5 years relevant sales experience within high tech, have a strong knowledge of our customer's business, and be PC proficient. *Location: Burlingame, CA*
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Sales Associate (2) (CW)
The individual in this position will provide multifunctional support to a District Manager responsible for display advertising sales efforts on the West Coast. Responsibilities include: client service, sales intelligence gathering, production of graphics presentations, advertising coordination, and event planning. Ideal candidate is a goal oriented, independent, extremely organized individual who thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience, and a strong technical aptitude.
Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Course Developer (ExecuTrain)
The individual in this position will be responsible for creating PC software training manuals. College degree along with previous experience and writing samples are required. Microsoft Word 6.0 or 7.0 for Windows experience preferred. *Location: Atlanta, GA*
Contact: P. Burns, Fax: 770-664-2006, Phone: 770-667-7700, Email: pamb@executrain.com

E3

continued from page 1

Eight months prior to the event, 467 exhibitors had already snatched up every available inch of the 490,000 square foot L.A. exhibition hall and 200 companies were put on a waiting list for space. In light of the rapid sell-out, E3 '97 — slated for June 19-21 — will be held at the Georgia World Congress Center in Atlanta, which offers the largest contiguous exhibition space in the U.S.

While E3 1996 was an ideal forum for consumer software vendors — who debuted 1,700 new computer and console entertainment titles — and buyers to interface, the event was also a hotbed of IDG activity.

Arcadium, *PC Games* "go public"

IDG's Interactive Services Group, formally established in April '95 and based in San Mateo, Calif., introduced its first product at the show. A community-based Web site for gaming enthusiasts, Arcadium can be accessed at http://www.arcadium.com.

PC Games — formerly known as *PC Entertainment* and *Electronic Entertainment* — had its first public appearance since its recent name change. The staff, promoting the title as the hottest magazine in its class, gave out matches and notepads with the redesigned logo surrounded by flames.

To generate traffic in their booth, *GamePro* and *PC Games* sponsored a contest for a Harley Davidson Buell motorcycle. Over 3,000 visitors entered the giveaway, and one lucky winner rode home with a new toy.

"We are thrilled with the success of the show," said **Pat Ferrell**, IFTW president. "Comments from industry representatives — even those with mediocre space — were overwhelmingly positive."

Prior to the show's debut in 1995, the Interactive Digital Software Association (IDSA) had endorsed E3 as the electronic entertainment industry's official trade show. Immediately after E3 '95, majority ownership of E3 in the U.S. was transferred to the IDSA. The most recent event was co-produced by IFTW Events and MHA Event Management.

Infotainment World and IDG retain majority ownership of E3 events outside the U.S.

The first E3 Tokyo is scheduled for November 1-4 and will be co-produced by World Expo Japan. While dates for the debuts of E3 Europe and E3 Asia are still to be determined, IFTW is producing the events with Reed Exhibitions.

*For more information on E3 in the U.S., contact **Terry Merrell**, VP/group director, IFTW Events at tel: 415-286-2599, Internet:t.merrell@iftw.com. For information on E3 outside the U.S., contact **Valerie Hennigan**, director of international business development, IFTW Events at tel: 415-286-2503, Internet: v.hennigan@iftw.com. Access the E3 Web site at http://www.mha.com/e3/.*

Don't miss

IDG's International Photo Calendar Contest

For the 13th consecutive year, IDG is sponsoring its companywide International Photo Calendar Contest. All IDG employees are encouraged to submit photos and take a chance at having their masterpieces appear on calendars in IDG offices all over the world!

How to enter:

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:

- **your name**
- **business address**
- **telephone and fax numbers**
- **photo title**

2. Submit photos as developed, without retouching.

3. Entries must be received no later than September 15.

Please send your photos to:

IDG World Update
31 Milk St., Suite 210
Boston, MA 02109
U.S.A.

A panel of IDG art and design staff will choose the 12 outstanding photos for the 1997 calendar. Calendars will be distributed in December.

For more information, contact Patricia Smith, Penny Winn or Stephanie Noyes at tel: 617-423-9030; fax: 617-423-0712 or via the Internet: world_update@idg.com.

FINNISH ADDRESS CHANGE

IDG's Finnish licensee, Oy Talentum Ab, publisher of *Tietoviikko*, *Mikro PC* and *Tietoverkko*, has a new address and new fax numbers effective June 24.

Mailing address:
Oy Talentum Ab
P.O. Box 920
FIN-00101 Helsinki, Finland

Street address:
Malminkatu 30
FIN-00100 Helsinki, Finland

Tel: 358-0-148-801

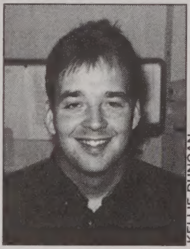
Fax numbers:
Ad sales for *MikroPC*, *Tietoverkko* and *Tietoviikko*:
358-0-685-6605
All other:
***MikroPC*: 358-0-685-6631**
***Tietoverkko*: 358-0-685-6630**
***Tietoviikko*: 358-0-685-6620**

NOTEWORTHY

NEW EMPLOYEES

William Ablondi has been hired as vice president of IDC/LINK’s New Media Group and will be based at the company’s New York City office. Bill was most recently vice president at Giga Information Group (formerly BIS Strategic Decisions), where he established the company’s mobile computing and wireless communications service. He has more than 20 years of technology experience that include senior positions at Inteco, Quantum Science and McGraw-Hill’s Future Computing research division. Bill has an undergraduate degree in chemical engineering from Rensselaer Polytechnic Institute and an M.B.A. from Columbia University.

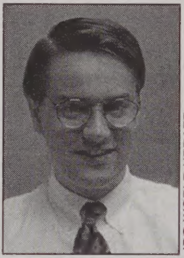
Annie Sheldon has been hired as an editorial assistant in the acquisitions department for IDG Books’ Novell and Macworld presses. Now based in Foster City, Calif., Annie previously worked in Oxford, England for Blackwell’s Scientific Publications. She has a B.A. in French from Leicester University in the U.K. and an M.A. in history from the University of Pau in France. Annie plays classical flute and piano and also enjoys swimming and tennis.


SAVAGE

KELLIE DUNCAN

Brent Savage has been hired as a graphics technician at IDG Books Midwest, where he will create new line art and icons and ensure that all graphics are clear. He previously worked as a technical illustrator and project manager at Accent Technical Communications. Brent earned a B.S. in technical graphics from Purdue University. In addition to serving as a volunteer firefighter, Brent finds time for basketball, softball and golf.

IDG Event Travel Services in Dedham, Mass., welcomes **Heather Farioli** as a travel agent. Heather recently worked in a similar capacity for Office Team. She has an associate’s degree in retail management and fashion merchandising from Hesser College and enjoys hiking and camping.


BREWER

IDG WORLD UPDATE

IDC’s Framingham office welcomes two new employees. **Richard Brewer** is a senior analyst focusing on the global network support services market. He most recently worked as a statistical and policy analyst at the Center for Space and Advanced Technology in Landover, Md. Rich has a B.A. in economics and Asian studies from Cornell University and a master’s degree in international technology policy from Tufts University. He enjoys volleyball and contemporary cinema.

TYLER

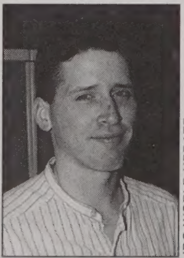
IDG WORLD UPDATE

Lotus Notes Technical Support Specialist **Laura Tyler** comes to IDG from Sandpoint\IAC, where she was manager of client processes. Laura has a B.A. in political science from the University of Massachusetts/Amherst. After hours, Laura enjoys biking and playing on a co-ed softball team.

WAILGUM

IDG WORLD UPDATE

Tom Wailgum has signed on as an editorial assistant at *CIO* in Framingham. While earning a B.S. in magazine journalism from Syracuse University, Tom worked as a staff writer at the State University of New York’s Health Science Center at Syracuse and landed a post-graduation job there as well. He lists golf, tennis, hockey and reading among his interests.


TRAYNOR

IDG WORLD UPDATE

Graphic Designer **Steve Traynor** comes to *CIO* from a similar post at Spaulding Rehabilitation Hospital in Boston. He earned a B.F.A. from the Massachusetts College of Art and enjoys camping and sports.

Network Specialist **Michelle Mitchell** is handling Novell 4.1 network administration for InfoWorld Publishing in San Mateo, Calif. She previously worked as a LAN services administrator for DHL. When she’s not spending time with her family, Michelle can be found reading, working out and gardening.

HODGSON

IDG WORLD UPDATE

Armed with a newly minted degree in communications from Simmons College, **Wendy Hodgson** is the new layout editor at *Network World*. While at Simmons she worked as an editorial intern at Inc. Publishing and *Horticulture Magazine*. In her off hours, Wendy enjoys visiting Boston’s Museum of Fine Arts, walking and reading.

RUDALEVIGE

IDG WORLD UPDATE

After a two-year absence, *Network World* Senior Writer **Christine Burns Rudalevige** has returned to the publication to cover Novell networking systems — a departure from her previous beat covering IBM and Banyan networking systems. She recently worked as a staff director to Massachusetts State Representative Christopher Hodgkins. Christine has a B.A. in English from Fairfield University and counts politics, basketball and cooking among her interests.

TRANSFERS

GARLAND

IDG WORLD UPDATE

Cathy Garland has taken up a new post as associate credit analyst at IDG in Framingham. She previously worked as a bookkeeper in the accounting department. Cathy joined IDG in January ”94. A recent convert to rollerblading, Cathy spends her free time with her three children and cheering them on at athletic events.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Debra Sobin - IDG

SIXTEEN YEARS
Cynthia Delany - Computerworld

NINE YEARS
Gabi Kirschbaum - IDG Switzerland

EIGHT YEARS
Andrew Sambrook - IDG List Svcs.
Catherine Thacker - IDG
Lois Leuthner - IDG
Nancy Kowal - Computerworld
Julie Gilbert - IDG New Zealand
Laura Guerin - PC World
Lawrence Manuel - Publish

SEVEN YEARS
Michelle Psyhogeos - Network World
Francisco Sanchez - IDG Spain
Patrick Ferrell - Infotainment World
LeeAnne McDermott - IFTW

SIX YEARS
Bob Pinchin - IDG New Zealand
Johanna Ambrosio - Computerworld
Mª Rosa Rodriguez - IDG Spain

FIVE YEARS
Patricia Owen - PC World
Thomas Gewecke - PC World
Dan Miller - PC World
Bridget Cammarata - CIO
Bernie Theobald - IDG Marketing Svcs.
Galen Gruman - Macworld

FOUR YEARS
Jim Shepherd - Infotainment World
Anne Merkelson - PC World

THREE YEARS
Ann Jordan - Network World
Lynn Christofferson - IMS

TWO YEARS
John McMahon - Infotainment World
Erin McCarthy - IDG Research Svcs.
Edward Poe - IDC Government
Kathy Anthony - IDG Books
Carol Stiglic - Network World
Aranzazu García - IDG Spain

ONE YEAR
Kim Saccio - PC World
Michelle Colon - IDC Government
Frank Espersen - IDG Denmark
Janet Huebner - IDG Books
Leslie Black - Macworld
Alisson Walsh - Macworld
Lo Kai Fai - IDG Hong Kong
David Harmer - IMS/Europe
Louisa Bryan - IDG Australia
Lisa Gilbert - IDG Australia
Erdal Demirbas - IDG Turkey

ATTEND IDG'S FIRST MEETING PLANNERS FUNCTION MEETING

The first annual Meeting Planners Function Meeting will be held July 11-12 at the Ritz-Carlton Hotel in Boston.

The agenda is complete with an emphasis on meeting planning scheduled for the first day and expo/convention services for the second day.

If you are interested in attending, please contact IDG Corporate Travel Manager Lyndsey Pomella at: tel: 508-935-4093, or BusinessTalk: L.Pomella.

CW/IW PROFIT MARGIN REPORT: SIX-MONTH YEAR-TO-DATE NOVEMBER 1995 - APRIL 1996

Top Third 1

China Computerworld
Computerworld Bulgaria
Computerwoche (Germany)
Computer Sweden
Computerworld Hungary
China InfoWorld
Computerworld Danmark (Denmark)
Computerworld Poland
Computerworld New Zealand

Middle Third 2

Computerworld Malaysia
InfoWorld (U.S.)
Computerworld Norge (Norway)
Computerworld Singapore
Computerworld (U.S.)
Computerworld España (Spain)
Computerworld Schweiz (Switzerland)
Computerworld Hong Kong
Computerworld Brasil (Brazil)

3 Lower Third

Computerworld Argentina
Computerworld Monitör (Turkey)
Computerworld Australia
Computerworld Czech Republic
Le Monde Informatique (France)
Computerworld/InfoWorld Taiwan
Computerworld Mexico
ComputerWelt (Austria)
Computerworld Italia (Italy)
Computerworld Venezuela
Corporate Computing (Sweden)

LEADERS OF THE PACK

***China Computerworld* logged the highest profit margin for the six-month period November 1995 to April 1996, while *Computerworld Singapore* reported the greatest improvement in profit margin for the same six-month period.**

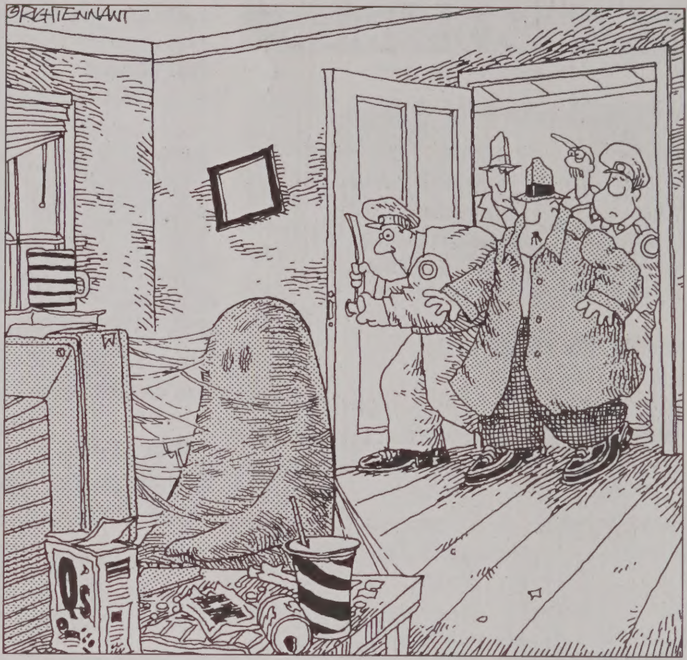
Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, July 15.

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 26

June 24, 1996

PC WORLD ILLUSTRATIONS GARNER TWO AWARDS IN SPOTS COMPETITION
PAGE 2

PC WORLD TÜRKIYE USES DISC TO BECOME COUNTRY'S BEST-SELLING MAGAZINE
PAGE 2

TRAVEL UPDATE: U.S. CARRIERS ENFORCE RESTRICTIONS ON BACK-TO-BACK TICKETING
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ComNet Prague Features "Internet City"

COMNET PRAGUE SHOW DIRECTOR *Gunnar Kuechler holds center stage with CW VP/Research* ***David Moschella*** *(left), who gave ComNet's keynote address, and Computerworld President* ***Gary J. Beach****, who introduced Moschella.*

ComNet Prague, held May 28-30, broke its previous attendance and exhibitor records, with 16,800 visitors and 152 participating companies. More than 270 executives participated in the conference sessions on state-of-the-art technology. The premier event for telecommunication and network industries in the Czech Republic was organized by IDG World Expo/K+S of Munich.

A mini-expo called "Internet City" was the talk of the show. Attendees jammed 68 workstations hosted by 32 Czech companies to test drive applications in finance, education, business, publishing and four other industries.

Asia/Pacific Managers Convene in Australia

IDG Japan engineers major turnaround in FY96 that should put company profits 239% ahead of previous year

IDG WORLD UPDATE

IDG AUSTRALIA GENERAL MANAGER DON KENNEDY (LEFT), IDG VP/CORPORATE *Controller* ***Ted Bloom*** *and IDG Japan President* ***Kozo Hiramatsu*** *were among the 30 participants at the recent Asia/Pacific Managers Meeting.*

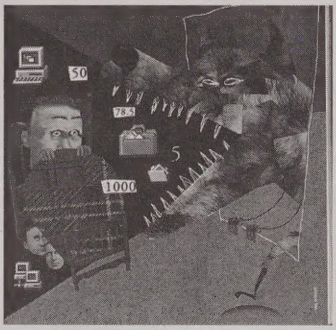
At the IDG Asia/Pacific Managers Meeting held in Cairns, Australia, June 8-10, country managers reported on conditions in their countries and at their business units. Here is a summary of their reports:

AUSTRALIA — 1996 has turned out to be a year in Australia where things started fast and then cooled off. Following a great first quarter, IDG Australia was far ahead of plan, but a difficult advertising environment has forced the company to keep a careful watch on expenses in order to stay on plan for the year. The slowdown is due in large part to pledges of drastic government IT spending cuts. The big project at IDG Australia has been the launch of *Austra-*

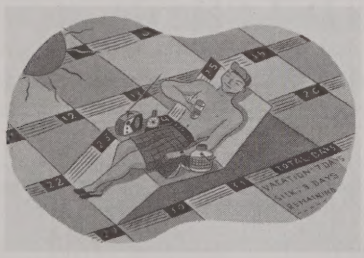
•CONTINUED PAGE 4•

IN BRIEF

PC World Sees SPOTS



PC World illustrations garnered not one, but two awards in this year's prestigious SPOTS Competition. Sponsored by the Society of Publication Designers, widely acknowledged to be the premiere organization in the U.S. dedicated to the art of publication design, the SPOTS competition routinely draws several thousand entries from around the world. The awards, presented to *PC World*'s art department and the illustrators they commissioned, went to Dave Plunkert for his "Who's Afraid of Windows 95" piece (*PCW*, September 1995), and to Michael Klein for the piece accompanying the article, "Let 1-2-3 Track Time Off" (*PCW*, April 1995). These awards are designed to recognize excellence in "spot" art — single pieces of art used to clarify and enhance editorial content.



MW Active Buyers Get Virtual with CD-ROM Expo

Planning for the 1996 holiday buying season has already begun, as evidenced by Macworld's announcement of the first Macworld Virtual Expo and Buyers Guide CD-ROM, "Web Explorer."

Scheduled for release later this year, the CD-ROM employs the latest in virtual reality technology as a tool for Macworld's active buyers to navigate through virtual trade show aisles, exploring the latest Macintosh products and services.

Buyers will be able to interact with vendors by downloading selected product demos and literature. Buyers can also access an extensive index of companies and products.

The Virtual Expo and Buyers Guide CD is developed by Xpand, Inc. using Apple's latest Macintosh technology. The disc will be updated and distributed twice a year to more than 250,000 *Macworld* readers as newsstand cover mounts and subscription premiums.

For more information contact ***Chérie LaFrance****, CD business development manager, at tel: 408-688-0707; Internet: cherie_lafrance@macworld.com.*

Phantom Upgrade Disk Boosts *PCW Türkiye* Sales

This past March, the staff members of *PC World Türkiye* could proudly state that they worked for the best-selling monthly magazine of any kind in Turkey. The publication surpassed its previous circulation record by posting a combined subscription and newsstand sales mark of 46,800.

The secret sales weapon was a free "Windows 3.2" diskette that accompanied the issue. The disk held shareware utilities such as Sparta 1.2, WinZip 5.6 and Smart Address designed to give users of Windows 3.1 a better graphic interface.

Although the staff correctly anticipated that readers would appreciate the humor (Windows 95 was the successor to 3.1; Microsoft never planned or produced a version called 3.2), they also hoped Microsoft would tolerate their promotion. Microsoft didn't go along with the joke, but by the time IDG Turkey withdrew the remaining issues from newsstands only 13% of what had been distributed remained.

Despite the publishing company's (ill fated, but lucrative) foray into "software development," Microsoft's relations with IDG Turkey have continued to be strong.

Although *Science & Technology*, a monthly publication supported by the Turkish government, reclaimed the top spot in April and May, more than half of its circulation is non-paid. As a result, *PCW Türkiye* could still claim to have a much higher paid circulation.

PC Market Outlook Agenda Set for September

IDC's annual PC Market Outlook conference will be held Sept. 18 in Santa Clara, Calif. Co-sponsored by *Computerworld*, *InfoWorld* and *PC World*, the event features presentations on worldwide PC market and technology forecasts and research on emerging markets. The conference is geared for IT vendors, marketers, financial analysts and end users. *For more information, contact* ***Dara Queen*** *at dqueen@idcresearch.com.*

WEB SITES WANTED

A revised version of IDG's corporate Web site will be launched in the coming weeks. Any IDG business units with Web sites that are not listed on the current IDG site (http://www.idg.com) should e-mail Pat Jones at pat_jones@idg.com with the name and URL of their site so that it may be linked to the new IDG page.

ON LINE

MIHAELA GORODCOV

The publisher of IDG Romania is this week's guest. Part One of her column appeared last week.

Q What kinds of events does IDG Romania organize?

A The most important and challenging event for us is the ROCS (Romanian Computer Show) exhibition. We organized it for the first time in November 1995 at the World Trade Center in Bucharest. The conferences and events that accompanied this exhibition were the keys to its success. We are the only company in the local IT show market to offer conference sessions, and there is obviously a need for professionally produced, high-quality seminars. The agenda for this year's show (Oct. 17-20) includes an International Geographical Information Systems Conference with 400 participants, seminars on mobile communications and the Internet in Romania, and a one-day multimedia and virtual reality show.

There will also be an "IBM Day" and a "Microsoft Day." Representatives from each company will discuss strategies for the local market. All exhibitors have the chance to organize similar kinds of events, and we provide a free 50-seat conference room for half a day.

ROCS is Romania's most important IT event at this time of year. It has become so popular that we are splitting the exhibition in two. In March 1997 we will organize ROCNET, dedicated to all aspects of telecommunications. ROCS will be held in October and will remain an IT (hardware and software) show. We think that in 1997 the telecommunications market will explode in Romania, and we want to be ready for that.

What online services do you offer customers?

Since we are moving to a new office July 1, we cancelled our Internet connection. Later this year we hope to offer readers an online magazine containing market information (online services in Romania are used mainly by companies). The main problem in Romania remains the communications infrastructure, but the demand for online information is very strong today.

What new projects are you currently undertaking or planning this year?

In addition to organizing ROCS '96, we are preparing the third annual Data Map of Bucharest [a map of Bucharest showing the location and contact information of more than 200 vendors, distributors, software developers and communications companies]. We are also going to publish a Romanian IT market catalog, which will contain market information and advertisements that describe IT-related companies in Romania, their products, what they're looking for in joint venture partners, etc.

What are the biggest challenges facing you and/or your company in the months ahead?

1) To introduce a professional way of doing business to the IT publishing market. Some of our competitors are IT companies and not publishing companies. So, we need to raise people's awareness about the importance of the neutrality of journalists, why it's not right to give away free ads just to gain clients, why we are working very hard to get local data for our publications and give our clients supplementary information. 2) To tell our clients: "We are the best. You need to be in our magazines!" And to tell our readers: "You need our publications. This is the place where you will find the information you are looking for." 3) To offer a wide range of services to our clients. These services should include advertising, shows, TV and radio broadcasts on both public and private channels. 4) To be aware that we work for the future. Today we build a strong brand recognition and a solid market share. 5) For myself, the challenge is to create a dedicated young team, ready to learn something new every day, to give them the strength and confidence required for surviving hard times. They are unavoidable in a transition time (that is, Romania's transition from a Communist state to a market economy).

Has your company teamed up with the local IDC office, or any other IDG offices, on any recent projects?

We work very well with IDC Prague and helped them conduct the third annual IT market survey. I think they're doing a very professional job, keeping in close contact with the market and conducting their research by direct dialogues with most of the companies. This year István Bíró invited the editor-in-chief of *PCW Romania*, our chief accountant and me to visit the IDG Hungary offices to learn new approaches and share experiences. Over the years there have been other visits, all of them useful to us. Pat Kenealy invited one of our editors to *PC World* U.S., and Tatiana Hinova asked me to visit IDG Bulgaria. My special thanks go to them and to all my IDG colleagues.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Do you have a question for the executives who take turns writing for the regular "On line" column on this page — IDG Chairman Pat McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? Or, do you have a story idea for *IDG World Update* or a comment about something in this newsletter? Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to *IDG World Update*, 31 Milk St., Suite 210, Boston, MA 02109, USA.

ASIA/PACIFIC

continued from page 1

KENNEDY

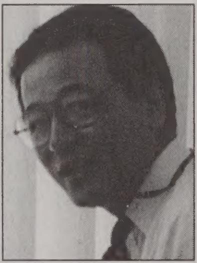
lian Reseller News in February. This fortnightly publication is the first reseller publication in Australia and has been enthusiastically embraced by the IT industry. *Reseller* is on track to show a profit in its first year of publication. *Computerworld Australia* continues to dominate its market segment, while *PC World*'s record growth has been slowed by intense competition in the monthly marketplace.

*— **Don Kennedy**, general manager*

BENNETT

HONG KONG — Great progress is being made on all fronts with *PC World Hong Kong*. A year ago *PC World* had a controlled circulation. Today there are more than 2,100 paid subscriptions, and month-on-month newsstand sales are up 72%. Local advertising sales have increased 22%. A CD holder as a cover mount on the February issue produced a 98% sell through rate. *Computerworld* remains No. 1 in its market. With the growing interest in China, editorial is focusing more on the details of the Chinese market and its potential for Hong Kong companies. This is a time of great uncertainty in Hong Kong as it moves toward a return to Chinese rule, and the staff believes this is a also time of great opportunity.

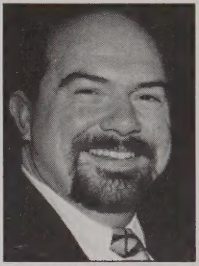
*— **Melvyn Bennett**, co-managing director*



HIRAMATSU

JAPAN — IDG Japan is a major turnaround story in the Asia/Pacific region. For FY96 IDG Japan is 16% ahead of plan on profits through seven months of the fiscal year. The company is forecasting to finish the year ahead of plan and 239% ahead of last year in profits. *Windows World* is now the company flagship, with *Sun World*, *OS2 World* and *HP World* also contributing. On June 24, *Windows NT* magazine will launch. A test of *Windows NT* as a one-time publication was a great success, producing high sell through with a cover price of $15. Book publishing is proving a profitable area for IDG Japan. So far 15 titles have been released and more are planned. *Computerworld Today*, the daily fax/electronic news product, is 16% ahead of last year in revenue and expected to contribute significant profits this year.

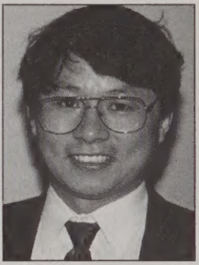
*— **Kozo Hiramatsu**, president*



TAYLOR

NEW ZEALAND — Economic conditions are making for a difficult year in New Zealand. A slowing economy has dropped results below the level of last year and well below plan. IT spending was down 20% in the first quarter. The staff is looking at the difficult times as an opportunity to sharpen the operation and position the company for the next round of growth when the economy picks up. A "One Percent Program" aims to eke one more percent out anywhere possible, whether in revenue per employee, productivity or any other area of the business. On the bright side, *PC Magazine* launched in December and is doing pathetically. The competition is being hurt badly by the downturn in the economy. To continue growing revenues, IDG staff will produce nine one-time titles for the consumer market this year.

*— **Martin Taylor**, managing director*



HSIUNG

PEOPLE'S REPUBLIC OF CHINA — IDG's activities in the world's most populous market continue to grow at a record pace, with revenues passing $30 million. In the IT weekly market IDG maintains a 95% market share. IDG currently has 15 publications and 14 trade shows in the PRC. In the magazine area and in the market research business, competition is becoming more intense. Profit margins were hurt late last year by paper price increases totaling 100%, but prices have begun to retreat. New agreements developed with IDG Paper Supply Co. will come into effect later this year and are expected to stabilize paper prices. This should allow profit margins to return to traditional levels above 50%.

*— **Hugo Hsiung**, managing director,*
IDG Asia Business Development

PHILIPPINES — In the past six months IDG partner WS Computer Publishing has changed the name of one publication and launched another. *PC Digest* has changed its name to *PC World Philippines* to take full advantage of the power of the *PC World* brand. The change is already paying off, as IMS bookings worldwide into *PC World Philippines* are up sharply. *Click!* magazine was launched recently to serve the student and home user market. The idea for *Click!* was born one year ago when the Philippine staff saw *The Absolute Beginners Guide to Computing* produced by IDG New Zealand. A major effort is on generate more reader revenue by converting free subscriptions to paid. WS Publishing is also active in the exposition business with several successful shows including Connect World, Solutions World (a software show) and Electronic Publishing and Multimedia World.

*— **Delia Gutierrez**, VP/marketing*

SINGAPORE — A new country manager has recently taken the reins in Singapore, and results are already improving dramatically. A projected year-end loss has been turned into an expected profit through increases in revenues and tight expense control. The profit will represent a sharp turnaround from last year's losses in Singapore. Short-term results will be affected by the resignations of two Malaysian sales staff, but a

Volume 1, Number 1

June 24, 1996

IDG U.S. UPDATE

Incorporating
IDG World Update's
Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDG Signs New 401(k) Provider

Employees may now choose from 12 funds, four pre-defined portfolios

IDG AETNA FUND SELECTIONS AND PERFORMANCE HISTORY

(AS OF APRIL 30, 1996)

FUND	1-YEAR	3-YEAR	5-YEAR
INTERNATIONAL			
Templeton Foreign Fund	14.96	13.62	12.09
Twentieth Century International Equity	19.37	13.09	
AGGRESSIVE GROWTH/INCOME			
Aetna Small Company Growth Fund	47.57		
Twentieth Century Ultra Investors	36.42	20.84	19.49
GLOBAL EQUITY/INCOME			
Janus Worldwide Fund	35.94	20.97	
GROWTH			
Fidelity Magellan	23.50	16.10	16.50
Fidelity Advisor Growth Opportunities	24.21	16.98	17.13
Janus Fund	29.33	14.75	14.62
GROWTH & INCOME			
Neuberger & Berman Guardian Trust	24.72	16.05	17.02
BALANCED/ASSET ALLOCATION			
Evergreen Foundation Fund	17.03	11.65	16.35
INCOME			
Aetna Bond Fund	8.59	5.25	
MONEY MARKET			
Aetna Money Market Fund	5.79	4.74	

IDG will be moving to a new 401(k) provider effective Oct. 1. The new administrator is Summit Financial Corporation working with Aetna as the company's investment record keeper.

Enormous changes have occured in the 401(k) market over the last several years. The '90s have brought a greater understanding and interest in the investment field to retirement-conscious employees. There has been an increased employee demand for a larger number of investment fund options and a more diverse selection of mutual fund houses.

New features

- Employees may choose funds from multiple mutual fund houses including Aetna, Templeton, Twentieth Century, Janus, Fidelity, Newberger & Berman, and Evergreen.

- The number of funds from which employees may choose has been increased from six to 12.

- Four Life Style Portfolios are now available. A Life Style portfolios is a combination of the funds IDG has chosen, each designed to support a different risk tolerance from conservative to aggressive. The fund combinations are selected by the asset management consulting group H. C. Wainwright.

Something for everyone

Employees who choose to self-manage their investments will have the flexibility to allocate their contribution to any or all of the 12 mutual funds.

Employees who are more comfortable identifying an overall investment strategy have the option to select from the Life Style Portfolios.

Summit will offer IDG employees the same services offered by Fidelity including a 24-hour toll-free number and quarterly statements.

Employees are encouraged to attend on-site presentations at local business units during July and August (see related insert) and to use the 401(k) Question and Answer Database available through Notes.

Other questions may be directed to employees' individual HR representatives.

In-House Experts Share Tools of Their Trades

Currently in its third year, the IDG West Training and Development Program, based in San Mateo, Calif., continues to expand its offerings. Two new seminars were added to this year's Professional, Management and Technical agenda with IDG experts serving as instructors for the first time.

Marc Calvanico, advertising manager for *InfoWorld*'s InfoMarket section, presented "How to Create an Effective Marketing Plan" to a full house.

Marc brings experience as an instructor at San Jose State University teaching courses on retail advertising and advertising campaigns. Before joining *IW*, Marc was marketing director for a chain of specialty shopping centers and ran his own advertising agency for retail and high-tech clients.

Charles Piller, senior editor for *Macworld*, taught a session titled "Investigative Reporting." Piller, who has won more than two dozen journalism awards for his work, specializes in the effects of technology on public affairs and public policy and covers the emerging Macintosh clone industry.

For more information on the IDG West Training and Development Program, contact ***Ellen Aronowitz****, training coordinator, at tel: 415-312-0673.*

INGREDIENTS FOR AN EFFECTIVE MARKETING PLAN

by Marc Calvanico, IW InfoMarket advertising manager

CALVANICO

1. SITUATION ANALYSIS (includes analyses of industry, clients, competition and target audience)

2. PRIMARY RESEARCH (Primary research and situation analysis are the foundation of information upon which a marketing campaign is built.)

3. PROBLEMS & OPPORTUNITIES
4. MKTG. OBJECTIVES & STRATEGIES
5. MKTG. COMM. STRATEGIES
6. CREATIVE PLATFORM
7. CREATIVE EXECUTION
8. MEDIA PLAN
9. SALES PROMOTION
10. PUBLIC RELATIONS
11. CAMPAIGN EVALUATION
12. SCHEDULES & BUDGETS

GETTING TO THE SOURCE: KEYS TO SUCCESSFUL INTERVIEWS

by Charles Piller, senior editor, *Macworld*

PILLER

- PURSUE THE RIGHT SOURCES doggedly if you know the story is there. Even if you have trouble making contact at first, keep going after the critical interviews.

- DO YOUR HOMEWORK. Approach key sources only after you know enough about your subject to carry on an intelligent conversation and can infer they are hedging.

- CONSIDER A SOURCE'S AGENDA. Never take what a source says at face value.

- SEQUENCE YOUR QUESTIONS CLEVERLY. When dealing with a reluctant source or one you think has something to conceal, try not to reveal which questions are most critical to your story.

IDG Offices Welcome Workers of the Future

SHELLY GINENTHAL

MORE THAN A DOZEN ASPIRING CAREER *women show off their Macworld lunchbags filled with pens, notepads and other souvenirs.*

Several IDG business units participated in the "Take Our Daughters to Work Day" in April, a program sponsored by the Ms. Foundation designed to help girls see the range of work opportunities available to them. As in past years, some IDG offices put their own spin on the day, opening it up to boys and other young relatives and friends with the intent to give children of all ages insight into the world of work.

Twenty-one boys and girls descended on the Computerworld office in Framingham, where the HR staff organized a number of activities and a building tour. The children completed a series of exercises that identified their experiences and strengths and created resumes.

IDC's Framingham office hosted seven girls ages six to 15. They sent e-mails, answered phones, and spent time clipping magazine photos that depicted women in professions they were interested in. Both CW and IDC held an ice cream sundae party for the young assistants.

Macworld's San Francisco staff helped more than a dozen young visitors create a Web site. The girls had their photos taken and posted on the site, along with their answers to questions such as "what do you want to be when you grow up?"

IDG Among Top Five Private Companies in Massachusetts

IDG is in a four-way tie for fifth place in a ranking of the top 25 privately held companies in Massachusetts. Compiled by *The Boston Business Journal* and based on 1995 revenue figures, the list identifies Fidelity Investments of Boston as the top privately held company with $3,530,300,000 in 1995 revenue. Sharing fifth place with IDG are Connell Limited Partnership, a Boston-based metal manufacturer, convenience store chain Cumberland Farms Inc., headquartered in Canton, Mass., and TAD Resources International Inc., a Cambridge, Mass., temporary employment agency.

TOP TEN PRIVATELY HELD COMPANIES

RANK	PRIOR RANK	COMPANY	REVENUE
1	1	Fidelity Investments	$3,530,300,000
2	2	Global Petroleum	$2,200,000,000
3	3	DeMoulas Super Markets	$1,550,000,000
4	4	Ocean Spray Cranberries Inc.	$1,361,068,000
5	7	Connell Limited Partnership	$1,200,000,000
6	5	Cumberland Farms Inc.	$1,200,000,000
7	8	International Data Group	$1,200,000,000
8	11	TAD Resources International Inc.	$1,200,000,000
9	15	HMK/Watermill Ventures	$800,000,000
10	12	Big Y Foods Inc.	$702,500,000

IDG WORLD UPDATE'S

Local Loop

FOR SALE

- **21-ft. Winninghoff 1990 boat.** Has a 250A Volvoi Penta inboard/outboard motor, 80-gallon fuel tank, depth finder, VHF, lots of extras. Shoreline tandem trailer included. Set up and ready to take you for a great boating season. Asking $16,000. Call Jeff Hannigan at 508-851-7608.

- Sandi Hughey, CIO, 508-935-4349

- **16 ft. Sunbird 1990 Bowrider**. 70HP Johnson motor, power trim and tilt, oil injected, pull-out stereo, depth finder, skis, kneeboard, matching trailer. Looks and runs great! $5,700 or best offer.

- Maureen Page-Preble, International Publishing Services, 603-329-7118 (after 5 p.m.)

- **Moving Sale!** Double bed, sleeper sofa, kitchen table and four chairs, bookcase. All in good condition and priced to sell.

- Stephanie Werskey, Computerworld, 508-628-4932

- **Nearly new, gas-fired dryer**. Whirlpool model LGT7646D. Extra large capacity (6.3 cu. ft.) Seven cycles, including finish guard to prevent wrinkles. Full hamper door — that's right, no scrawny porthole here. Serious loading, unloading and folding luxury could be yours. Auto dry (the brochure puts it best — "you choose how dry you want your clothes. A sensor takes the guesswork out of drying"). Dryer drum light — simple but powerful concept. $300.

- Ted 508-935-4237 or Ellen 508-935-4254 Julian, IDC

- **Berkshire timeshare.** The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. Timeshare week #27 (early July) and week #41 (mid-October) for sale, $8,000 for both weeks. Call for details on single week sale.

- Harriet Karas, IDG, 508-872-8200

•CONTINUED ON BACK PAGE•

IDG WORLD UPDATE'S Local Loop

FOR RENT

- **New Hampshire waterfront rental.** Two-bedroom house on Lake Winnesquam. Sleeps six. Twenty minutes from Weirs Beach, waterslides and lots of other activities. New outlet mall just five minutes away. Available first two weeks in July. $800 for one week, $1,500 for both weeks.

  - MaryAnne McAuley, IDG Research Services,
  508-370-0858 (office); 508-528-7066 (home)

- **Rental share, Shrewsbury, Mass.** Lead tenant. Suite with private bath, garage, a/c, luxury pool, tennis courts. Off Rte. 9. Twenty minutes to Framingham, 40 minutes to Boston. $420/month.

  - Robert Gray, IDC, 508-935-4201

- **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $535/week.

  - Valerie Sanclemente, IDG Paper Supply Co.
  (leave message at 508-877-4313)

- **Hilton Head, S.C., timeshare.** Two-bedroom, two-bath condo at the Palmetto Dunes Resort. Two-minute walk to beach and Atlantic Ocean. Tennis, golf, pool and biking on premises. Available 9/28 - 10/5. $575/week.

  - Judy Sutter, PC World, 404-233-6593

- **Luxury condo for rent.** Pick from hundreds of locations throughout the world from a huge full-color catalog. Condos sleep four privately and include all luxury amenities. Florida, Europe, Asia, the American West and much more! Last year a lucky IDGer vacationed in Cancun! Call soon for best selections and details. Only $135 a night. We must rent it again this year because vacation has a whole new meaning for us with a new baby!

  - Michael Siggins, CIO, 508-935-4458

WANTED TO RENT

- **Townhouse.** Within a 15-minute radius of Framingham, should be modern and have 2 bedrooms, a/c and a basement.

  - Evilee Thibeault, Network World, 508-875-6400

BIRTHS

- **Don St. John** (*PC Games*), his wife Doreen, and their daughter Katelyn were joined by Daniel Ryan on May 20. Danny weighed in at 9 lbs, 2.5 oz and was 22.5 inches at birth. Everyone involved is happy and doing fine.

MARRIAGES

- **Piper Fowler** (IDG HR) married Peter Sheer on Sunday, June 16, in Cohasset, Mass.

Send your ads in by July 23 in order for them to appear in the July 29 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

Your name: ____________________

Business unit: __________ Tel: __________

Send to *IDG World Update*
at fax: 617-423-0712 or
via the Internet at:
world_update@idg.com

Job Opportunities
Monday, June 24, 1996

Manager Desk-Top Services (CIO)
The individual in this position will be responsible for providing specialist support on both hardware and software applications including configuration, documentation, and implementation. Ideal candidate will possess 3-5 years technical experience in a computer environment and a BA in a related field. *Location: Framingham, MA*
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Library Technician, PT (IDC Gov't)
The part-time library technician will be responsible for keeping library materials current. Responsibilities include: filing IDC research, Datapro reports, and Computer Economics publications as well as checking in, circulating and shelving journals, books, CD-ROM's, government publications, newspapers and other library materials received. The individual will also open and sort mail and process orders for library materials. General office experience a plus; library experience helpful. Ideal for student. Attention to detail very important.
Location: Falls Church, VA
Contact: N. Draper, Fax: 703-876-5077, Phone: 703-406-8830, Email: norma_draper@idcg.com

Director of Brand Marketing (IDG/B)
The individual in this position will create marketing and promotion strategies and be responsible for tactical implementing of packaging, marketing, and PR plans through your marketing team. Requires a BA/BS (Masters a plus) with at least 5 years of relevant brand marketing/publishing experience. Computer/trade book experience preferred. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Internet Research Analyst (MAC)
With a focus on internet-related items, this candidate will share responsibility with another analyst for providing primary and secondary market and media information and intranet management to key executives, advertisers, and other clients both inside and outside the company. Candidate must be customer oriented and have 1-2 years business experience; cyberspace flair, excellent quantitative, writing, and math skills, and a devotion to the Mac. Website management abilities and related experience essential. Experience in a Mac-related industry, publishing or advertising desirable. Candidate should also be comfortable with logic and scientific method, innovation and visual display of information, and have knowledge of statistics and market research.
Location: San Francisco, CA
Contact: L. Lawrence, Fax: 415-442-0766, Phone: 415-978-3311, Email: linda_lawrence@macworld.com

Job Opportunities
Monday, June 24, 1996

Web Operations Assistant (NW)
This position is an exciting opportunity to gain on-line experience as it crosses multiple functional areas within Network World, from On-line to IS! Responsibilities include: helping to support and maintain our Web site by responding to customer inquires through email, coordinating advertising operations such as posting and monitoring ads, HyperLead administration, running and distributing statistical reports to advertisers, and HTML content production. IS related duties involve working to maintain the editorial archiving database and system. Must be proficient with computers and have solid experience with Word, Excel and Email as well as a strong interest in on-line technology.
Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Administrative Assistant (PCW)
The Administrative Assistant will provide administrative support for the PC World Editorial Department. Heavy clerical and administrative support which includes phones, word-processing, client contacts, filing, and photocopying. Candidate must be highly organized and detail oriented with excellent written and verbal communication skills. Must be familiar with the IBM PC or compatible with a proficiency in Word for Windows and a spreadsheet program. Minimum of 1 year clerical experience required. *Location: San Francisco, CA*
Contact: L. Grubbs, Fax: 415-442-1891, Phone: 415-978-3275, Email: -NA-

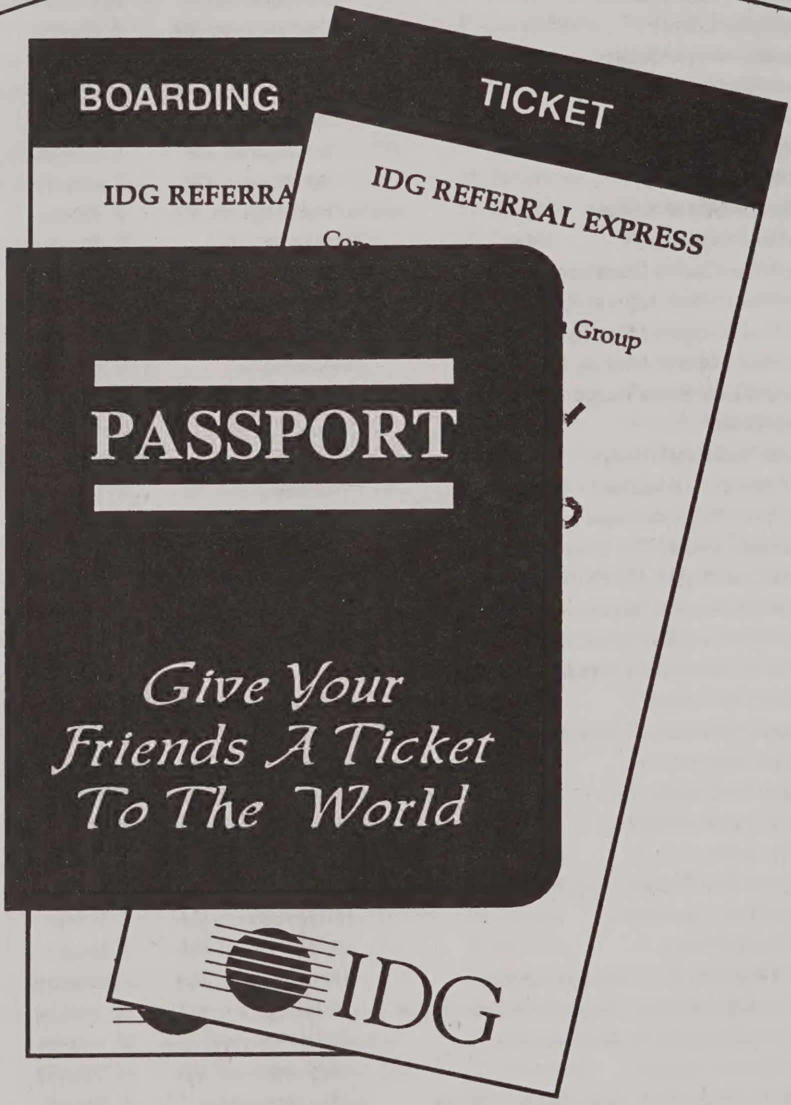
Senior Designer (PCW)
Design responsibilities for specified sections of the magazine and assigning duties for specified stores. Maintain the graphic identity of the magazine under the supervision of the Art Director, develop new visual solutions, and manage section staff. High tech desktop pre-press skills in Quark, Illustrator, and Photoshop. Minimum of 5 years publication or equivalent experience.
Location: San Francisco, CA
Contact: R. Kane, Fax: 415-442-1891, Phone: 415-978-3333, Email: -NA-

Senior On-Line Editor (PCW)
The individual in this position will manage the day to day operations of PC World On-line, including story assignments, editing, and writing. Subject to the approval of the On-line Editor in Chief, develop and implement a process for routine news gathering that harnesses the expertise of the entire PCW editorial staff. Additional responsibilities include developing overall goals, content, and look and feel of PCW's presence on all on-line services and the Web. In-depth knowledge of all major online services, the Internet and the World Wide Web. Excellent writing and editing skills a must. *Location: San Francisco, CA*
Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: -NA-

Visit the IDG Home Page at www.idg.com for a complete list of Job Opportunites across IDG!

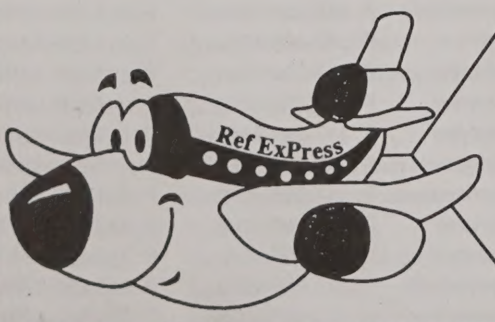
BU	Category	Title	Location	Contact	Phone#	Fax#
PCW	Art/Design	Senior Designer	San Francisco, CA	R. Kane	P: 415-978-3333	F: 415-442-1891
PCW	Edit	Assistant Editor, Features	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-974-7316
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Edit	Executive Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-974-7316
PCW	Edit	Senior On-Line Editor	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW	Exec	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Rsch	Research Manager	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Account Manager	San Francisco, CA	S. Shore	P: 415-267-4595	F: 415-974-7316
PCW	Sales	Account Representative	Negotiable	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
Publish	Edit	Reviews Editor	San Francisco, CA	J. Widman	P: 415-978-3294	F: 415-975-2613
Web	Admin	Administrative Assistant	San Francisco, CA	B. McDonald	P: 415-978-3395	F: 415-267-1732
Web	Art/Design	Ad Booking Coordinator	San Francisco, CA	C. Strolle	P: 415-974-7351	F: 415-267-1732
Web	Edit	Associate Editor	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-257-1732
Web	Edit	Associate Editor, Netscape World	San Francisco, CA	M. McCarthy	P: 415-267-1727	F: 415-267-1732
Web	Edit	Editor in Chief, Netscape World	San Francisco, CA	M. McCarthy	P: 415-267-1727	F: 415-267-1732
Web	Edit	Technical Editor, Netscape World	San Francisco, CA	M. McCarthy	P: 415-267-1727	F: 415-267-1732
Web	Sales	Inside Sales for Webzine	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web	Systems	Director, Web Support Center	San Francisco, CA	B. McDonald	P: 415-978-3395	F: 415-267-1732
Web	Systems	Webmaster	San Francisco, CA	D. Burnette	P: 415-243-4188	F: 415-267-1732

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
Com
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)


Ref ExPress

401(k) ROAD SHOW SCHEDULE

July 8	San Mateo CA	Infoworld
	San Mateo CA	Infotainment World
July 9	San Mateo CA	Infoworld
	San Mateo CA	Infotainment World
	San Francisco CA	501 Second Street
July 10	Mountain View CA	IDC
	Burlingame CA	CW
	San Francisco CA	501 Second Street
July 11	Foster City CA	IDG Books
	San Mateo CA	Infoworld
	San Francisco CA	501 Second Street
July 16	Framingham MA	IDC 5 Speen St.
July 18	Framingham MA	CW Old Conn. Path
July 19	Framingham MA	IDG 5 Speen St.
	Framingham MA	IDC 5 Speen St.
	Foster City CA	IDG Books
July 22	Foster City CA	IDG Books
	Framingham MA	NWW Worcester Rd.
	Framingham MA	CIO/IDG Communications
July 23	San Francisco CA	501 Second St.
	Framingham MA	CW Old Conn. Path
July 24	Indianapolis IN	IDG Books
	Framingham MA	CIO/IDG Communications
July 26	Framingham MA	CIO/ISG
July 29	Framingham MA	CW Old Conn. Path
July 30	Framingham MA	NWW Worcester Rd.
July 31	Framingham MA	IDC 5 Speen St.
	Framingham MA	CIO/IDG Communications
August 1	Framingham MA	IDG 5 Speen St.
August 5	Falls Church VA	FCW
	Falls Church VA	IDC Government
	Peterborough NH	Connell Communications
August 6	New York City NY	IDC Link
	Boston MA	Milk Street
	Boston MA	Franklin St.
August 7	Boston MA	Exeter Plaza

new team should be in place shortly. The company is positioning itself for substantial growth in 1997.

—*John Tan*, *managing director*

WANG

TAIWAN — The situation in Taiwan has been dominated by the strained relations with mainland China and the resulting business and economic uncertainty. Business confidence, investment and consumer demand have all dropped dramatically, hurting the IT industry as well. A hallmark of the Taiwanese market remains intense competition. Some 45 PC monthly magazines compete directly or indirectly with *PC World Taiwan*. *PC World* aims to compete better by making its editorial the most useful and easiest to read in the market. IDG Taiwan's new Web site, Cyberworld (http://www.idg.com.tw/), launched recently and is averaging 1,400 visitors per day. The site includes back issues, news, online shopping, technical support and shareware. IDG Taiwan also has an agreement with *China Times*, the largest daily newspaper in Taiwan, to produce a weekly computer section.

—*Jack Wang*, *general manager*

VIETNAM — *PC World Vietnam* is growing rapidly along with the national market. Circulation has grown 32% in the last year, with the goal of reaching 20,000 by December. Revenue per month has grown 64% from one year ago, and the number of pages in the magazine has increased 20%. Half the circulation is now paid, with 30% sold by subscription and 20% on the newsstands. Some 60% of circulation is in the southern part of the country around Ho Chi Minh City, and 38% in the Hanoi area. Revenue for the full year 1996 is expected to increase 36%. Competition is increasing, and the staff is responding with improved content and expanded distribution. Plans are on the drawing board for the launch of a weekly publication.

—*Nguyen Thu Hong*
general manager

TRAVEL UPDATE

United Joins Other U.S. Carriers in Prohibiting Back-to-Back Ticketing

Effective immediately, United Airlines is prohibiting back-to-back ticketing. This form of ticketing involves issuing passengers two round-trip, non-refundable tickets. Travelers use only one portion of each ticket, which is often less expensive than purchasing one round-trip ticket.

United now reserves the right to challenge passengers traveling on back-to-back tickets at the airport and to either refuse passage or charge the passenger the difference in airfare. Delta and Continental airlines are the only two U.S. carriers who do not currently prohibit back-to-back ticketing.

Note: IDG Corporate Travel does not allow or endorse this form of ticketing. Failure to comply with this ruling can result in loss of negotiated contracts, fees, and immediate removal of ticketing privileges from an agency or corporation.

DISCOUNTED AIR TIME ON GTE AIRFONE

On May 1, GTE Airfone instituted a $15 flat rate for domestic calls on United, Delta, USAir and Midwest Express flights. The $15 rate ends fees for tolls, per minute and connection charges.

Based on the previous billing structure, a $15 charge would cover a four-and-a-half minute call.

AIR FRANCE UPGRADES TO THE CONCORDE

All passengers purchasing business class tickets on Air France flights from any U.S. city to Paris or beyond will receive a one-way upgrade on the Concorde from New York's JFK Airport to Paris' Charles DeGaulle Airport. Tickets must be issued by Aug. 25 and travel must be completed by Sept. 1.

American and Virgin Atlantic Offer Premium Service for U.K. Travel

American Airlines and Virgin Atlantic Air are IDG's preferred carriers for travel to and from the U.K. American offers a complimentary upgrade program for IDG employees: IDG employees with coach class tickets will be upgraded to business class and travelers with business class tickets will be upgraded to first class.

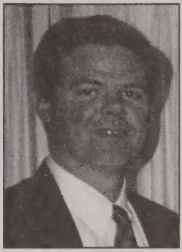
In addition, American Airlines is offering double AAdvantage miles on round-trip travel to the U.K. through Sept. 15. Travelers must mention the bonus mileage program when making reservations, and bonus mileage is limited to two flights.

For the more cost-conscious traveler, Virgin Atlantic also offers a 5% discount off its premium economy fare for IDG employees.

IDG Corporate Travel Manager Lyndsey Pomella contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at tel: 508-935-4093 or BusinessTalk address: L.Pomella. American Express Travel representatives can be reached at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).

NOTEWORTHY

PROMOTIONS



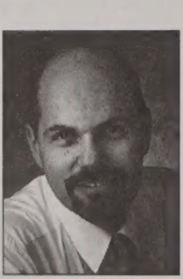
GROVES

Network World District Manager **Richard Groves**, Jr. has been promoted to sales manager for *IntraNet Magazine*. He will continue to have responsibility for *NW*'s Mid-Atlantic region. "Rick has proven himself a champion of *IntraNet Magazine* with the first issue, which received phenomenal advertiser response," said *Network World* Advertising Director **Carol Lasker**. "In this new position, he will continue to provide high-level support for advertisers looking to capitalize on the lucrative intranet market."

NEW EMPLOYEES

Catherine Capati has been hired as a sales operations assistant for IDG Marketing Services in San Francisco. She was previously a marketing database administrator for a law firm. When she's not completing course work for her B.S. from the University of San Francisco, Catherine makes time for volunteer work, reading and writing.

Also new to Marketing Services — although not new to IDG — is Director of National Accounts **Michele Gerus**. She worked as a district manager at *Computerworld* from 1990 to 1994 and then served as an account manager at *Fortune* and *Business Week*. Michele has a B.A. in speech communications and journalism from Wayne State University and enjoys running, dancing and tennis in her spare time.

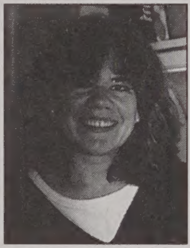


BEAUDET

Marty Beaudet has been hired as the associate editor/reviews at *Publish* in San Francisco. He was previously associate features editor at *PC Computing*. Marty majored in Soviet studies at Brigham Young University. In his free time, Marty enjoys graphic design, hiking and travel.

Tom Davis has been hired as *Network World*'s eastern regional sales manager. He covered the same territory in his most recent position at SRDS, and he will continue to live in the New York City area. Tom has a B.A. in communication arts/advertising from Iona College.

Jill Steinberg has signed on as associate editor of *JavaWorld*, an online publication of Web Publishing, Inc. in San Francisco. Jill had worked as a special projects editor at *Embedded Systems Programming Magazine*. A student of art history, Jill has a B.A. from Brandeis University, an M.A. from Williams College and did some doctoral work at Stanford University. In her spare time, she sings with the Lamplighters, a light opera company in San Francisco.



IDG WORLD UPDATE

CIRCEO

IDG Newsletters welcomes Webmaster **Rose Circeo**. Before joining the Boston-based group, Rose was the network administrator for the American Meteorological Society, where she worked on the Web site and handled user support. She earned a B.A. in journalism from the University of Massachusetts/Amherst and enjoys spending time in Maine and New Hampshire with friends.

Abby Reidy is no stranger to the IDG Research Services group, having worked as an intern there for two years while she was in college. Now a research assistant, she maintains the U.S. advertising database. Abby earned a B.A. in English from Framingham State College and writes poetry and fiction in her free time.

Editorial Assistant **Alia Fitzgerald** has joined the IDG Books staff in Foster City, Calif., where she will be working with the IDG Books Online group. Alia recently graduated from California State University/Chico with a B.A. in English and a certificate in literary editing and publishing. A music fan, she spends her off hours hiking and cooking.

KELLIE DUNCAN

BOLINGER

IDG Books Midwest has hired two full-time proofreaders who originally came to IDG on a temporary basis. **Michael Bolinger** has a B.A. in English literature from the University of Oregon and enjoys hiking, reading and writing.

KELLIE DUNCAN

VOORHIS

Carrie Voorhis is back in the world of work after completing her M.A. in English from Butler University. She also has a B.A. in English from Indiana University. Carrie enjoys being creative in the kitchen when she isn't spending her leisure hours reading and writing.

SIGN UP NOW FOR CIRCULATION AND PRODUCTION FUNCTION MEETINGS

CIRCULATION
Aug. 5-6
Clairmont Hotel, Oakland, Calif.
Contact: Barbara Ruffner, InfoWorld
Tel: 415-572-7341
Fax: 415-312-0558
or
Holly Klingle, Infotainment World
Tel: 415-349-4300
Fax: 415-349-0361

PRODUCTION
Sept. 29-Oct. 2
Newport, R.I.
Contact: Chris Cuoco, Computerworld
Tel: 508-820-8146
Fax: 508-879-0446
or
Ann Finn, Network World
Tel: 508-875-6400
Fax: 508-875-3090

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Kathy Dinneen - IDG Research Svcs.

TWELVE YEARS
David Peterson - Computerworld
Richard Buroni - Computerworld

TEN YEARS
Yasunori Abe - IDG Japan
James Falanga - IDG
Cathy Abes - Macworld
Tom Moran - InfoWorld

NINE YEARS
Kaye Sharbrough - Computerworld
Faith Marcello - Computerworld

EIGHT YEARS
Deb McKenna - Network World

SEVEN YEARS
Maryfran Johnson - Computerworld

SIX YEARS
Guy Eaton - IDG Media
Philippe Rose - IDG France

FIVE YEARS
Krzystof Matey - IDG Poland

FOUR YEARS
Fabian Hernandez - IDG Argentina

THREE YEARS
Pamela Prince - Computerworld
Darrel Crowley - IDG Media

TWO YEARS
Anne Saunders - FCW Govt. Technology
Jeff Julian - Macworld

ONE YEAR
Anna Rohrer - IDG Books
Clare Mansfield - Network World
Simon Jary - IDG Media
Keiko Adachi - Macworld Japan

PROFIT MOTIVE. *To celebrate the company's first profitable year and reward and motivate staff for persevering during a tough economic and political period, IDG Taiwan President* ***Jack Wang*** *recently treated his staff to a four-day trip to the Philippines. The group, accompanied by their guests, made the two-hour flight to Manila on May 3. "We have been going through a tough time recently in Taiwan with political tension, economic recession and social disorder pervading," said Wang. "Nevertheless, we are confident that we will once again be profitable in FY96."*

PC WORLD PROFIT MARGIN REPORT

SIX-MONTH YEAR-TO-DATE NOVEMBER 1995-APRIL 1996

Top Third 1	Sweden Mikrodatorn PC World Svenska (Sweden) PC World U.S. PC Welt (Germany)	PC World Ekspress (Norway) PC World España (Spain) Computer!Totaal (Netherlands) PC World Norge (Norway)
2 Middle Third	PC World Komputer (Poland) PC World New Zealand PC World Taiwan PC World Australia PC World Japan	PC & MacWorld Hungary PC World Türkiye (Turkey) PC & MacWorld Bulgaria PC World Danmark (Denmark)
3 Lower Third	PC World Czech Republic Windows World (Sweden) PC World Hong Kong InfoPC (France)	PC World China PC World Brasil (Brazil) PC World Italia (Italy)

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Finance Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

MikroDatorn
8 bildläsare som överraskar

COMPUTER! TOTAAL
In een klap klaar
COMMUNICATIE ZONDER DRAADJE

Sweden's *Mikrodatorn* logged the highest profit margin for the six-month period November 1995 to April 1996, while *Computer!Totaal* of the Netherlands reported the greatest improvement in profit margin for the same six-month period.

CELEBRATING 10

Manfred Weiss

HOME: Vienna, Austria

JOINED IDG: November 1985 as general manager of IDG Austria.

CURRENT TITLE: General manager, IDG Austria.

MOST CHALLENGING PART OF YOUR JOB: To build on our success year after year.

BEST PART OF YOUR JOB: To lead a team of such different (and sometimes difficult!) individuals.

LATEST ACCOMPLISHMENT: We recently organized a very successful Distributor show.

DID YOU THINK YOU'D BE HERE 10 YEARS? No!

WHAT'S KEPT YOU HERE? It is exciting and surprising every day!

INTERESTS OUTSIDE THE OFFICE: My family (four children) and skiing.

IDG CHAIRMAN PAT McGOVERN RECENTLY ESCORTED IDG *Austria General Manager* ***Manfred Weiss (right)*** *to dinner in honor of his 10 years of service to the company.*

DREAM DESTINATION: The Arctic or Antarctic

FANTASY JOB: Poet/novelist

FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY: Jesus Christ, John F. Kennedy, Karl Marx, Chief Sitting Bull and Peter Ustinov.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 27

July 1, 1996

IDG NORWAY'S SECOND ANNUAL PC EXPO DOUBLES ATTENDANCE
PAGE 2

ON LINE: CHARLIE WEMYSS, PRESIDENT OF IDG PAPER SUPPLY CO., TAKES A TURN
PAGE 3

IDC, NETWORK WORLD AND FEDERAL COMPUTER WEEK INVOLVED IN NII AWARDS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC, World Times Measure Pace of Information Revolution

The Information Imperative Index measures technology permeation in 55 industrial and developing nations

On what research would you base your recommendations...

If you were a marketing director at Sun investigating how Internet-driven products will play in emerging markets?

If you were an economic planner in the Brazilian government comparing your country's readiness for the new information age to that of other nations?

If you were a loan officer at the World Bank determining which economies have the best information infrastructures?

IDC and the World Times are banking on the Information Imperative Index (III) to be your top choice.

The index is the culmination of extensive research and analysis that measures the ability of individuals in 55 industrial and developing countries to access, adopt and absorb information technology. IDC Director of Worldwide Market Studies **Donald Bellomy** and World Times Director of Global Research Wilford Welch spearheaded the project, with assistance from IDC Intern **Melany O'Connor**.

The Information Imperative Index is based on analysis of 20 variables, each falling into the Social, Information or

•CONTINUED PAGE 5•

NW's *IntraNet Magazine* to Sponsor First Intranet Awards Program

IntraNet Magazine, *Network World's* monthly tabloid for professionals integrating Internet technologies into their corporate networks, will sponsor the industry's first official intranet awards program. The 1996 Intranet Excellence Awards will honor companies for innovation and foresight in developing products and services that are helping customers create intranet solutions today.

IntraNet
magazine
Intranets and the new IT
Bruce yourself — the intranet cyclone is blowing the top off of stodgy information control practices.
Also inside
• Freebie Web servers
• Review: Netscape's FastTrack
• Schlumberger: powered by intranets
• It's not just a browser anymore

CUSTOMER ENTHUSIASM HAS *allowed IntraNet Magazine to meet its aggressive advertising goals for the first two issues.*

The awards, which will be presented at a special ceremony at NetWorld + Interop on Sept.18 in Atlanta, will honor innovative solutions in 10 categories including: Intranet Web Server Software, Intranet Web Server Hardware, Intranet Web Browsers, Authoring Tools, Search & Retrieval Technologies, Security Products, Electronic Commerce Tools, Collaboration Tools, Internet Access Services and Intranet Infrastructure.

Network World has assembled a blue ribbon judging panel of independent consultants and analysts from firms including Ernst & Young, Zona Research, IDC, First Albany Corp., Dataquest, Accel Partners, Hambrecht & Quist, Patricia Seybold Group and several others.

The judges will evaluate entries based on three main criteria:

- Contributes significantly to an intranet solution.
- Produces practical results and benefits.
- Demonstrates innovation.

According to the 1996 *Network World* 500 study, conducted jointly by *Network World* and IDC, 89% of 500 leading U.S. networking users have already implemented or will implement a corporate intranet strategy within the next 12 months.

IntraNet Magazine, which debuted last month, has been enthusiastically endorsed by the vendor community, which snapped up 25 pages of advertising in the inaugural issue and another 24 in the July issue.

For more information regarding the 1996 Intranet Excellence Awards, contact Network World Public Relations Manager ***Heidi Creighton*** *at 508-820-7528 or via the Internet at: hcreight@nww.com.*

IN BRIEF

Chess Match Lures Crowds, Media to PC Expo in Norway

CHECKMATE, ANYONE? *This chess match between Simen Agdestein, an international grandmaster from Norway, and women's world champion Zsuzsa Polgar attracted a huge crowd at the IBM booth during the second annual PC Expo in Oslo this past April. PC Expo, Norway's only PC trade show, was organized by IDG Norway's expo division, IT-Expo. With 19,500 visitors — twice as many as last year — and 650 seminar attendees, all the major computer companies that exhibited were pleased with the volume and professional caliber of the event, said* ***Espen Agdestein****, IT Expo marketing director and younger brother of the Norwegian chess champion. The chess match also spurred heavy coverage of PC Expo in the general media.*

PC Welt Finds Revenues in German Consumer Ad Market

To cope with the slowdown in IT advertising, *PC Welt* has tapped the consumer ad market as a viable revenue source.

According to one of Germany's biggest syndicated studies, *PC Welt* saw a jump in consumer ads during the second quarter of FY96. *PC Welt* averaged about seven pages of consumer ads per issue; about 6% to 7% of total ad revenue.

"This is a wonderful result with respect to the shrinking IT ad market," said **York von Heimburg**, general manager of IDG Magazines Verlag GmbH. "Our ad staff is very enthusiastic about talking to customers such as banks, insurance agencies and car companies, even though our main target is still the IT market."

With 1.5 million readers per issue, including pass along readership, *PC Welt* is comparable with the largest German business magazine. *PC Welt*'s readers are not only numerous, they are young, affluent and technically sophisticated, and their profile is very appealing to high-end businesses.

Von Heimburg noted that the sales cycle for consumer ads is very different than the IT sales cycle in Germany. Consumer companies plan their advertising for the entire year in September, so ad sales people have to plan ahead and can't rely on getting the occasional single ad during the year.

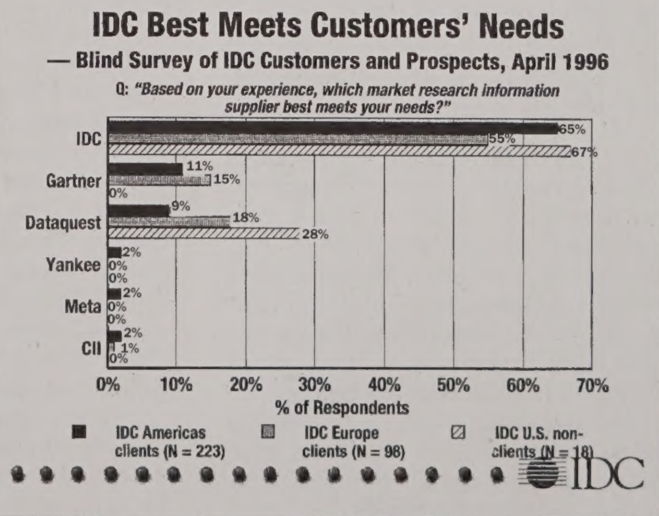
The sales staff has begun to build an entirely new database for contact people at larger consumer companies, and they have welcomed the chance to learn new approaches to advertising sales, von Heimburg said.

IDC Earns High Ratings in Annual Customer Survey

IDC fared very well in the 1996 IDC Customer Needs and Perceptions Survey, a blind survey of IDC customers and prospects in the U.S., Latin America and Europe.

Sixty-five percent of respondents in the Americas cited IDC in answer to the question: "Based on your experience, which market research information supplier best meets your needs?" The rating was a six point increase over the most recent similar survey question in 1994. IDC outdistanced its competitors by a significant margin in terms of the responses from European clients and U.S. prospects, as well.

IDC Senior Vice President **Vicki Brown** attributed the improvement to IDC staying increasingly close to its customers, listening to their needs and responding. "Last year our clients told us that they'd like to see market data and forecasts earlier in the year; we responded this year by producing preliminary figures on 24 market segments in January and February," she said. "In addition, all of our major review and forecast reports will be published in the May-July timeframe, three full months ahead of the 1995 schedule."

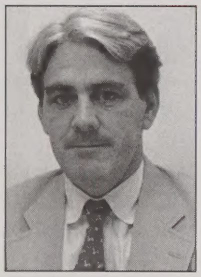


IDC Best Meets Customers' Needs

— Blind Survey of IDC Customers and Prospects, April 1996

Q: "Based on your experience, which market research information supplier best meets your needs?"

ON LINE



CHARLIE WEMYSS

The president of IDG Paper Supply Co. is this week's guest columnist.

IDG PAPER SUPPLY CO. AT-A-GLANCE

- **ESTABLISHED: July 1995 to enhance the efforts of the IDG Paper Services organization, which had been providing basic paper buying and consulting services to IDG business units.**

- **LOCATION: Framingham, Mass., with a satellite office in Nuneaton, England.**

- **MISSION: To achieve cost savings in the procurement of paper for any IDG or IDC business unit through long-term contractual relationships with worldwide producers of pulp, paper, and board [a grade of paper such as corregated cardboard used for shipping boxes].**

- **RECENT ACCOMPLISHMENTS: We have negotiated global rebates with two of our largest suppliers. This gives everyone at IDG the opportunity to choose from a wide range of paper qualities and receive a modest rebate on their purchases. We also now have a relationship with a long-term producer of newsprint, Smurfit Newsprint Corp., for our Chinese business units. We hope this new resource will take some of the volatility out of the marketplace.**

- **CONTACT INFORMATION: Tel: 508-935-4144, Fax: 508-935-4444, E-mail: charles_wemyss@idg.com.**

Q What is IDG Paper Supply Co.'s scope of work?

A We are fully capable of providing all manner of services as they relate to the purchase and use of paper. This includes forecasting for budgets, sourcing of various paper qualities, placement and tracking of orders, follow through on paper claims (for example, if something happens to the paper, such as water damage, we would submit a claim to the mill or supplier) and the normal paper procurement services that someone normally would have to go outside the IDG family to obtain.

What IDG offices do you work with?

We currently work very closely with the U.S. weeklies — *InfoWorld*, *Computerworld*, *Network World* and *Federal Computer Week* — IDG offices in China, and some of the European business units such as IDG France to create meaningful long-term business relationships with some key global producers. IDC in the U.S. has asked us to source truckload quantities of business paper, and we will be working with IDG Marketing Services/Europe on an upcoming white paper project. We are available for assistance with any paper related issue, and that can include paper for brochures, white papers, newsletters and any number of other products. We encourage everyone at IDG to challenge our capabilities.

How many tons of paper do IDG companies buy annually?

IDG companies worldwide currently purchase something in the range of 86,000 tons per year. That breaks down to 60,000 tons in the U.S., 16,000 tons of paper in Europe and 10,000 tons in China. This is probably a little bit under the absolute consumption, since we are still developing our database to track IDG paper use; and to that end, we appreciate any input from the business units that we can get.

What are the primary paper-supplying countries and where does IDG get most of its paper from?

The U.S. is still the single largest producer of pulp and paper in the world. Some 88 million tons are produced in the U.S. annually. Much of that production is in tissue and board grades, so in terms of countries that produce the grades of paper that IDG uses, the U.S. is first, but Finland, Sweden, Canada and Germany are close behind. The top countries IDG buys from are the U.S., Finland, Sweden and Germany.

When IDG purchases paper outside the U.S. where is it stored?

Once the paper arrives in the U.S. it is maintained in inventory, for the most part, at the port of Philadelphia. It is important to note that we do not take title to the paper until it is released to the various printing companies for use. Thus, through carefully timed ordering procedures and inventory at the facilities, we can keep the general cost of inventory down at the printer.

What are the advantages to IDG buying paper in bulk? Is it purely cost savings?

Like many other shared resources, paper lends itself well to economies of scale — particularly when one considers the purchasing power that IDG can harness through the consolidation of paper qualities. This is even more topical as the large paper companies are becoming larger and more global in their production and sales. One of the key elements of purchasing paper on a large scale is the identification of our tons as IDG tons; this is particularly important during "tight" markets when many paper mills put the customer base on strict allocation. Second, the larger purchasing levels allow the creation of rebate schemes, lower pricing, and longer term price stabilization. Last, though not conclusively, we have been able to work with the core paper mills to create specialized paper qualities that can help to set IDG publications apart from their competitors.

Charlie Wemyss will address environmental issues in Part 2 of his column next week.

IDG Supports Information Infrastructure Awards

IDG has a three-fold involvement in the Second Annual National Information Infrastructure (NII) Awards, which recognize innovation and excellence in interactive communications and demonstrate the power of a networked society.

The term "National Information Infrastructure" has been used by the IT industry and the White House since the early 1990s. It encompasses the wired and wireless interactive networks of businesses, carriers, schools, communities, government agencies, online services and the Internet. The NII Awards program is a private-sector initiative and is supported by U.S. Vice President Al Gore and a cross section of more than 60 industry, government and community leaders.

There are 10 categories of NII Awards this year including arts and entertainment, business, children, community, education and telecollaboration.

IDC has several roles pertaining to the awards. IDC President **Kirk Campbell** is an honorary chairperson on the NII Awards committee, and IDC Government Vice President **Steve LeCompte** is on the government category selection committee.

Selected for its global presence and reputation for excellence, IDC was asked to write a research report affiliated with the awards program. Under the direction of Senior Vice President **Gigi Wang**, IDC prepared the questionnaire for the entry nominations. Entrants nominate themselves and must fill out a form answering questions about the systems and software involved in their project, the user group, and the implementation of the network solution. IDC will analyze all the information and draw conclusions about the current state of networked communications in the different categories.

The research study, *Digital Footprint*, will be available for sale to anyone. Five percent of the gross revenues from report sales will be donated to nonprofit organizations, particularly those in education, focused on promoting the use of IT. The NII Awards committee will select the nonprofit recipients. IDC and Access Media, Inc., organizer of the NII Awards, will split the remaining revenue from the report.

NII AWARDS
NII AWARDS

Network World is the official network industry media sponsor and *Federal Computer Week* is one of the government publications media sponsors. As sponsors, publications donate ad space for the award program; ads serve as a call for entries and promote the awards program. Sponsors' benefits include having their logo used in NII collateral materials, participating in planning meetings and events, and linking their Web pages to the NII site.

As the exclusive networking industry sponsor, *NW* also participates in the NII judging process. A statement of support for the NII Awards from *Network World* President **Colin Ungaro**, along with quotations from other industry executives and government leaders, is included in promotional materials. *Network World* Editor-in-Chief **John Gallant** is also category chair for the first Global Information Infrastructure Next Generation Award, which recognizes the best applications of cutting-edge information and communications technologies. He will identify and nominate candidates for the award and oversee and participate in the judging process.

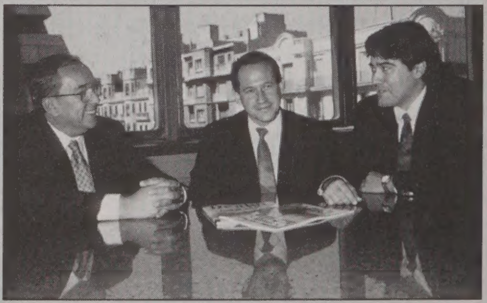
Winners of the NII Awards will be recognized at a ceremony in October in New York City and will be highlighted in a national media and education campaign.

For more information about the NII Awards program, view the site on the World Wide Web at http://www.gii-awards.com.

DEALER WORLD PORTUGAL JOINS GROWING RANKS OF IDG RESELLER PUBS

The fifth issue of *Dealer World Portugal* was released this month. Lisbon-based CMB 10 Publicacoes e Servicios publishes *Dealer World Portugal* under a license with IDG Spain. The Portuguese title has a controlled circulation of 4,000 and draws 50% to 55% of its editorial from *Dealer World España*, which launched in June 1995.

The only title in the Portuguese market targeting the distributor channel, *Dealer World* has received an enthusiastic response from advertisers. The June issue closed with 48 advertising pages in a 112 page book. In response to the anticipated launch of a competing title, CMB 10 will launch *Informa: The Portuguese Guide of IT Distributors* in September as a supplement to *Dealer World*. To round out the offerings for distributors, the first *Dealer World* convention is slated for November.



(LEFT TO RIGHT): PACO ZABALA, COUNTRY *manager, IDG Spain;* ***Jose Serra****, general manager, CMB 10 Publicacoes e Servicos; and* ***Juan Ramon Melara****, publisher, Dealer World España.*

Job Opportunities
Monday, July 1, 1996

Console Operator (CW)
Computerworld is looking for a Console Operator. Responsibilities include punctual arrival to work to answer calls for a variety of IDG companies (90% are Computerworld related). Prior experience on a ROLM system and switchboard experience preferred. A friendly voice and a bright phone smile desired. Flexibility in scheduling and a team player are a must. The ability to understand the high-tech and print markets is preferred.
Location: Framingham, MA
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Account Executive (2) (CW)
The selected candidates will be responsible for successful prospecting, presentation and sale of advertising space to corporate/government clients in a given geographic territory, primarily by telephone selling. Candidates should have the ability to work with a highly interactive team process to achieve maximum results and the ability to manage the process of inside selling, including periodic participation in trade shows and conferences; face to face sales work in order to develop and broaden individual growth; and performance of the necessary administrative detail. A desire to understand both the IS and HR roles in business and a keen interest in serving those roles through our products and services is critical. Location: Framingham, MA
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Business Development Manager (CW)
This individual will be responsible for inside and outside sales nationally with a focus on new business development. The selected candidate will be responsible for developing and implementing new sales strategies for the Professional Developments sales forces. Additional responsibilities include managing third party developers for current and future revisions of the itCareers Web site and should have a thorough working knowledge of HTML 3.0, Internet protocols (FTP, Gopher, Telnet, etc.) and connectivity (TCP/IP). Knowledge of the Information Technology Recruitment industry is required. Location: Framingham, MA
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Regional Manager (2) (CW)
The selected candidates will be responsible for the successful prospecting, presentation and sale of advertising space to corporate/government clients in a given geographic territory. Candidates must have the ability to work with a highly interactive team process to achieve maximum results and the ability to manage the process of outside selling, including trade shows and conferences, face to face sales work and the necessary administrative detail. A desire to understand both the IS and HR roles in business and a keen interest in serving those roles through our products and services is critical for these positions. Location: Dallas, TX and Burlingame, CA
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Program Manager, Software Support and Integration Services (IDC)
Frequent contact with the press, Wall Street analysts and senior management at major IT corporations means the successful candidate will assume high-profile roles with a number of key responsibilities. Candidate will have full P&L responsibility, manage research schedules, write four major reports and 15 bulletins, provide sales and marketing support, and develop a world wide research program. Must be an excellent writer and be familiar with research and analysis techniques. BA required, MBA preferred with finance and/or marketing experience. 3-5 years experience required. Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Human Resources Assistant (IDG)
The individual in this position will provide support to the Vice President of Human Resources. Responsibilities include: answering phones, providing back-up to reception duties, faxing, sorting mail, updating HR invoices, requesting hand-cut checks, handling petty cash, serving as back-up to the weekly job opportunities update, and providing additional administrative support to other HR Directors as needed. Candidate must have a helpful phone manner, excellent customer service skills, and superb communication skills (written and verbal). Candidate should be proficient in Microsoft Word and Lotus Notes; knowledge of PowerPoint and Quicken a plus.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

HR Manager (IDG)
The IDG Human Resource Services Division has an opening for an HR Manager with solid generalist experience to work with multiple smaller business units on the West Coast. Experience with companies in start up or high growth mode is helpful. 8-10 years of experience and a BA is required. Location: San Francisco, CA
Contact: E. Ouellette, Fax: 508-935-4600, Phone: 508-935-4605, Email: elaine_ouellette@idg.com

Human Resources Receptionist/Administrative Assistant (IDG)
The individual in this position will be responsible for serving as Receptionist to the Corporate Human Resources Department and providing administrative support to the Executive/International Human Resources team. Duties include: faxing, filing, copying, distributing information, administrating various employee programs, maintaining stockroom inventory, providing phone coverage, serving as a back-up to the Job Opportunities Update, and assisting with additional projects as required. Excellent customer service is necessary. Must be computer literate with emphasis on MS Office for Windows. Familiarity with Human Resources procedures helpful.
Location: Framingham, MA
Contact: B. Nichols, Fax: 508-935-4600, Phone: 508-935-4416, Email: beth_nichols@idg.com

Development Editor, CPG (IDG/B)
The Development Editor will be responsible for developing books conceptually and managing the writing and technical editing process. Requires 2 years minimum experience in publishing; degree preferred. Must be Macintosh literate with knowledge of MS Word, Aldus Pagemaker, DOS, Windows, and Hijack.
Location: Foster City, CA
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Site Manager, LAN (IDG/B)
In addition to assuming responsibility for LAN administration and WAN equipment for one site, the successful candidate will also provide systems support and manage/develop people. Requires 4+ years experience (MS NT networking) and a BSCS or related degree. Excellent communication skills a must. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Systems Analyst (IDG/B)
The individual in this position will support users of the older processing/warehouse system, prioritize requests of existing order processing/warehouse system. Responsibilities also include analyzing, documenting, and implementing modifications and enhancements to the existing system. 5-7 years experience in analysis and programming (in basic) is required. GL and Relational Database experience also necessary. UNIX experience (RS 6000) preferred. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Editor in Chief, PC Games (IFTW)
This position is responsible for setting the direction and overseeing the management of PC Games, a leading publication in the fast growing computer games market. A dynamic experienced editorial professional with extensive gaming knowledge and 7+ years publishing or journalism experience. The position also requires well established contacts in the computer game industry, a proven track record in publishing management, and top notch editorial skills. Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

PC Support Specialist (IFW)
Candidate must have an in depth knowledge of MS-DOS, System 7, Windows 3.1, and Windows 95 with 2-3 years hands on PC end-user support. Must have experience on a Novell LAN with an excellent working knowledge of all software packages supported by the IS department. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment.
Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

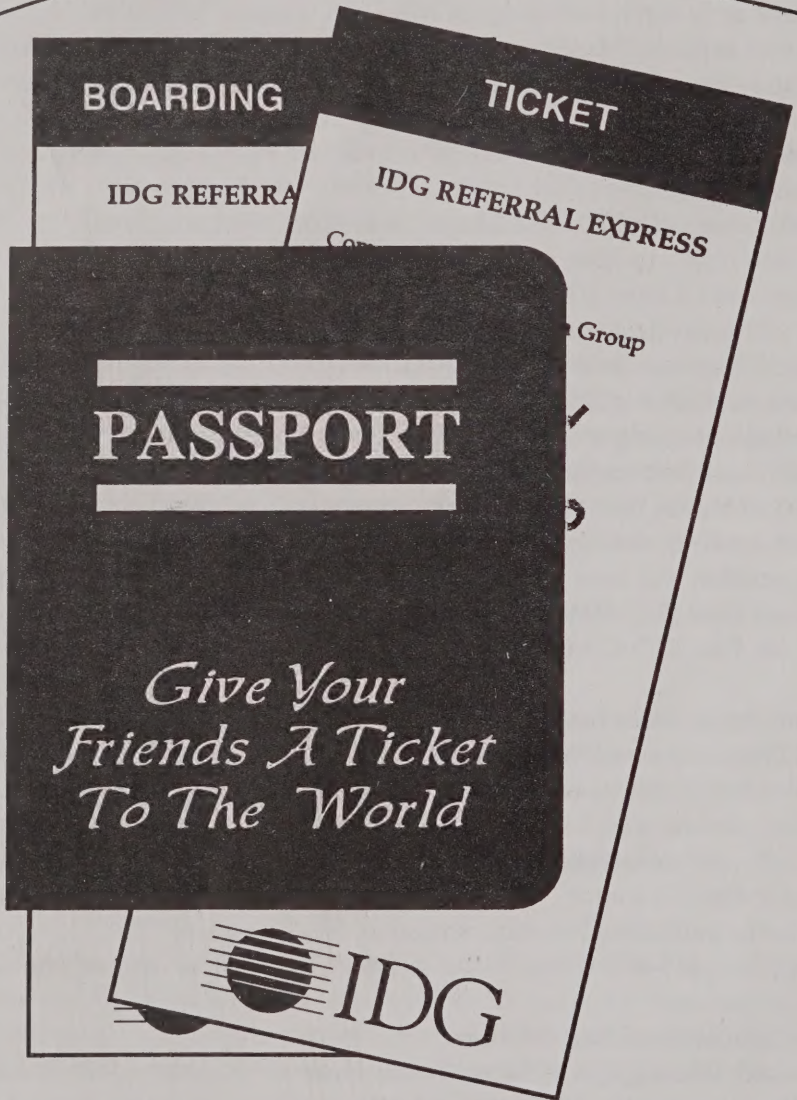
IDG News Service News Editor (IPS)
The News Editor will assist the Managing Editor in controlling the daily operation of the IDG News Service Boston newsroom. The person in this position will work with the Managing Editor and both the European and Asia-Pacific bureau chiefs and will be responsible for timely copy flow and the quality of the wire's content. Specific duties include assigning stories to US based and foreign correspondents; conducting story conferences as needed with all correspondents on duty; selecting stories for posting to the wire from the IDG publications worldwide; editing all stories filed to ensure relevance to IDG publications worldwide; ensuring completeness of the daily News Service feed; and identifying stories that merit special attention and alerting IDG editors. The ideal candidate for this position will have at least 5 years of reporting experience and 2 years of editing experience in the high tech or business field. Location: Boston, MA
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-423-0404, Email: elizabeth_heichler@idg.com

Ad Sales Administrative Assistant (MAC)
The individual in this position will be responsible for providing administrative support to a team of Ad Sales professionals. The ideal candidate must have a minimum of 2 years office experience preferably in a sales environment able to exercise a high level of professionalism is self sufficient with good verbal and written communication skills and able to juggle multiple priorities and meet deadlines. Macintosh proficiency (MS Word Excel and Filemaker Prod) is a must. This position is ideal for anyone who has a strong desire to learn about advertising sales in the publishing industry. Location: San Francisco, CA
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Editorial Administrative Assistant (MAC)
This highly organized, flexible, and unflappable candidate will be responsible for handling the front desk for the editorial and design departments. The ideal candidate must have an eye for detail, be able to juggle competing demands, and be relied upon to follow through with minimum supervision. Good phone manner and Mac literacy are also essential. Location: San Francisco, CA
Contact: J. Lagas, Phone: 415-978-3349, Email: -NA-

Visit the IDG Home Page at www.idg.com for a complete list of job openings across IDG!!
Look forward to the next complete list of job openings across IDG on Monday, July 29, 1996!!

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

Ref ExPress

IDC/WORLD TIMES

continued from page 1

Computer categories (i.e., freedom of the press, telephone lines per household and PCs installed per capita). Completed in less than six months, the research for the index built upon existing IDC research and the World Times Wealth of Nation Index, which detailed the socio-political status of 30 developing nations.

According to Bellomy, the most important facet of the annually updated index is that it will serve as a benchmark for a country's progress toward an IT-driven economy. As far as Bellomy can determine, there is no comparable index. Even the U.S. Department of Commerce divulged that its attempts to create such an index had proved futile.

Results of the index were previewed last month at the World Times Information Imperative Inquiry in Washington, D.C., at an IDC government briefing session, and also in the June issue of *The WorldPaper*. On July 15, IDC and the World Times will begin selling the full report, *Toward the Third Revolution: The 1996 IDC/World Times Information Imperative Index*, for $7,500.

*For more information contact **Lisa Bloom** at tel: 508-935-4236 or via the Internet: lbloom@idcresearch.com. Or, visit the IDC home page at http://www.idcresearch.*

FINDINGS OF THE INFORMATION IMPERATIVE INQUIRY: PACE AT WHICH COUNTRIES ARE MOVING TOWARD INFORMATION-ORIENTED SOCIETIES

The IDC/World Times Information Imperative Index, based on analysis of 20 social, computer and information variables, measures the ability of 55 industrial and developing countries to access, adopt and absorb IT.

ROLLER-BLADERS
Paradigm shift to a new level of individual information empowerment. (U.S. and Sweden are the only countries that fall in this category.)

SPRINTERS
Showing steady, high growth; opportunities outnumber obstacles but problems of the past persist. (Argentina, Bulgaria, Chile, Czech Republic, Greece, Hungary, Ireland, Poland, Portugal, Russia, South Africa, Spain, United Arab Emirates, Venezuela)

STRIDERS
Purposeful, successful long-term IT investments marked by caution, conviction and consistency. (Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Netherlands, New Zealand, Norway, Singapore, Switzerland, U.K., Taiwan)

JOGGERS
Show spurts of uneven growth and an oscillation between potential and history. (Brazil, China, Colombia, Costa Rica, Ecuador, Egypt, India, Indonesia, Jordan, Malaysia, Mexico, Pakistan, Panama, Peru, Philippines, Romania, Saudi Arabia, Thailand, Turkey)

IDG'S INTEREST IN WORLD TIMES, INC.

In August 1995, IDG acquired a 50% interest in World Times, Inc. The remaining interest was acquired by World Times Chairman Axel Leblois. Leblois was president and CEO of IDG Communications from 1986-1989 and chairman of IDC from 1990-1991. He is now a member of the IDG Board of Directors.

Founded in 1978, World Times, Inc. publishes *The WorldPaper*, a supplement to newspapers and magazines in 25 countries in five languages, with a circulation of 754,000.

***The WorldPaper* covers international affairs with a global network of local journalists and regional experts.**

World Times also produces the International Inquiry conferences and One Voice seminars that examine world change and development from social, political, economic and information perspectives.

The Information Imperative Index (III) is a collaboration between IDC and World Times and will be updated on an annual basis.

For more information on World Times contact Rosalina Yap at tel: 617-439-5400.

FUNCTION MEETING FOR IDG CIRCULATION STAFF

IDG's annual Circulation Function Meeting will be held Aug. 5-6, at the Clairmont Hotel in Oakland, Calif.

For more information, or to register for the meeting, contact:

Barbara Ruffner, InfoWorld
Tel: 415-572-7341
Fax: 415-312-0558

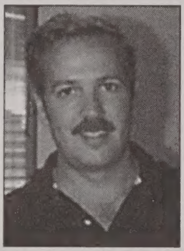
or

Holly Klingle, Infotainment World
Tel: 415-349-4300
Fax: 415-349-0361

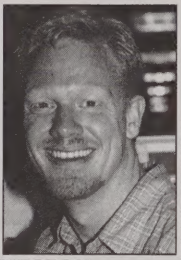
NOTEWORTHY

NEW EMPLOYEES

Stuart Robinson has traded in his blue pencil at *Insight* magazine in Washington, D.C., to be a copy editor at *Federal Computer Week* in Falls Church, Va. He has a B.S. in journalism from Northwestern University. In addition to working out, Stuart collects final editions of newspapers and historical newspapers describing events of significance over the past 20 years.


FLEURY

Most recently the art director at Arch Street Design in Greenwich, Conn., **Steven Fleury** has moved to the West Coast to become art director at *PC Games*. Steven studied graphic design at the Art Institute of Boston and enjoys surfing the Web and tending to his garden and his aquarium.


WESTON

IDG WORLD UPDATE

Computerworld welcomes **Randy Weston**, a staff writer whose beat is the networking industry. He previously covered the town of Plymouth as a reporter for the *Patriot Ledger* in Quincy, Mass. A native West Coaster, Randy has a B.A. in journalism from San Francisco State University. Managing the responsibilities of owning an Australian shepherd dog named Calvin occupies most of Randy's spare time.

Darren Levy is an intern in the IDG Accounting department in Framingham, Mass., under the direction of Group Controller **Sally Reinfeld**. He is working toward a degree in multinational management as an undergraduate at the University of Pennsylvania's Wharton School of Business. Darren enjoys movies and playing tennis in his free time.

LEVY

IDG WORLD UPDATE

TRANSFERS

Jeanette Borzo, formerly senior editor at *Publish*, has signed on as Paris correspondent for the IDG News Service. Fluent in French, she also studied Russian language and literature at the University of California/Berkeley, where she earned a bachelor's degree. Jeanette says she used to enjoy cooking, but now that she is residing in an apartment with less than favorable kitchen facilities, she plans to take up painting as a hobby.

Don't miss

IDG's International Photo Calendar Contest

For the 13th consecutive year, IDG is sponsoring its company-wide International Photo Calendar Contest.

All IDG employees are encouraged to submit photos and take a chance at having their masterpieces appear on calendars in IDG offices all over the world.

A panel of IDG art and design staff will choose the 12 outstanding photos for the 1997 calendar. Calendars will be distributed in December.

How to Enter

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:
   - your name
   - business address
   - telephone and fax numbers
   - photo title
2. Submit photos as developed, without retouching.
3. Entries must be received no later than September 15.

Cash prizes will be awarded for the top three photographs:

First place: $200
Second place: $100
Third place: $50

Send your photos to:

IDG World Update
31 Milk St., Suite 210
Boston, MA 02109
U.S.A.

For more information contact the editors at tel: 617-423-9030 or via the Internet at: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Christine Hiehler - IDG Germany

THIRTEEN YEARS
Bernie Hockswender - Computerworld

TWELVE YEARS
Ole Bolvig Hansen - IDG Denmark
Henry Morales - IDG Mexico

ELEVEN YEARS
Egon Margraf - IDG Germany

TEN YEARS
Corinee Schmidt - IDG Switzerland
Helmut Sedlmeier - IDG Germany

EIGHT YEARS
Ruth Henrich - Macworld
Harald Brechtl - IDG Germany
Norma Angelica Rivera - IDG Mexico

SEVEN YEARS
Chip Carman - Macworld
Manfred Weise - IDG Switzerland
Jan-Bernd Meyer - IDG Germany
Hans Albrecht - IDG Germany
Ana Maria Luyo - IDG Mexico
Jennifer Banach - IDG France
Fabian Guebin - IDG France

SIX YEARS
Milissa Koloski - IDG Books
Torben Bjørn Sørensen - IDG Denmark
Daniel Maier - IDG Germany
Petra Hermann - IDG Germany
Julio Vial - IDC U.K.

FIVE YEARS
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy
Angelique Förster - IDG Germany
Sabine Hauptmann - IDG Germany
Isabelle Waiblinger - IDG Germany
Regina Andrea Wolff - IDG Germany
Claudia Jachtmann - IDC U.K.
M^a Dolores Rubio - IDG Spain

FOUR YEARS
Stephanie Faucher - Computerworld
Kozo Hiramatsu - IDG Japan
Andreas Borchert - IDG Germany
Roger Villegas - IDG Mexico
Michelle Wong - IDG Singapore
Justin Then - IDG Singapore
Solomon Emmanuel - IDG Singapore

THREE YEARS
Maud Sårde - IDG Denmark
Yoshiko Kamei - IDG Japan
Alpha Wang - IDG Taiwan
Silvia Friedel - IDG Germany
Carlos Henrique Silva - IDG Brazil
Mary Cowan - IDG Media
Claude Piriou - IDG France

TWO YEARS
Elaine Offenbach - Computerworld
Catherine Weber - Computerworld
Lois Brennan - Macworld
Károly Pokuta - IDG Hungary
Felix Wiedler - IDG Switzerland
Susanne Zihlmann - IDG Switzerland
Sherry Yu - IDG Taiwan
Erato Liao - IDG Taiwan
Anny Kao - IDG Taiwan
Marlena Silla - IDG Germany
Britta Tüttenberg - IDG Germany
Thomas Springer - IDG Germany
Sandrine Gaultier - IDG France
Anne-Christine Graille - IDG France

ONE YEAR
Karen Liberatore - Macworld
Christian Borg Møhl - IDG Denmark
Noriyuki Umemura - IDG Japan
Katy Chou - IDG Taiwan
Jane Chang - IDG Taiwan
El Lin - IDG Taiwan
Sabine Ranft - IDG Germany
Olga Cristina Vianna - IDG Brazil
Tesla Coutinho Andrade - IDG Brazil
Vilmar Braz - IDG Brazil
Sarah Williams - IDG Media
Neil Mohr - IDG Media
Mirian Prieto - IDG Spain
Wong Wai Chee - IDG Singapore

Bob Metcalfe Receives IEEE Medal of Honor

Bob Metcalfe, vice president of technology for IDG, was awarded the IEEE Medal of Honor from the Institute of Electrical and Electronic Engineers during a ceremony June 22 in Montreal.

Metcalfe was honored for his leadership in the development and commercialization of Ethernet, the leading local-area network technology that today connects more than 50 million computers worldwide.

The June issue of IEEE's magazine, *Spectrum*, featured an interview with Metcalfe. Asked about the unusual prop he held for the cover shot, Metcalfe said it was so "I could prove I was an engineer and my slide rule was bigger than everyone else's."

SPECTRUM
Robert Metcalfe

METCALFE

Metcalfe plans to donate the $20,000 cash award to MIT's new Systems Design and Management Program.

CHANGE IN IDG ROMANIA'S CONTACT INFORMATION

IDG Communications Publishing Group SRL, IDG's Romanian licensee, has a new e-mail address and a new telephone number:

e-mail: idgro@kappa.ro
Tel: +40-1-633-1813

The staff encourages all IDG employees to access the IDG Romania Web site at:

http://www.kappa.ro/idgro/

CELEBRATING 10

Jack McDonough

HOME: Waltham, Mass.

JOINED IDG: February 1986 as a sales assistant/computer specialist at Network World.

CURRENT TITLE: Network director, Network World.

MOST CHALLENGING PART OF YOUR JOB: Bridging the gap from technical theory to workable reality.

BEST PART OF YOUR JOB: Making everything work.

WHEN YOU STARTED DID YOU THINK YOU WOULD BE HERE FOR 10 YEARS? Yes, and I hope another 20 more....

I JOINED IDG BECAUSE: I knew that IDG is a worldwide leader that grows and adapts in an ever-changing world.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The great people here at IDG, the way that management empowers the individual and then gets out of the way, the opportunity to create and manage from thought to action.

BEST WAY TO COMPLIMENT YOU ON YOUR WORK? Say thank you.

FIVE PEOPLE, LIVING OR DEAD YOU WOULD INVITE TO A DINNER PARTY: Jesus, Buddha, Mohammed, Lao-Tzu and Moses.

WORDS TO LIVE BY: "Every man is responsible for his actions."

IDG CHAIRMAN PAT MCGOVERN ACCOMPANIED *Jack McDonough to dinner at the Ritz-Carlton Hotel in Boston recently in honor of his 10th anniversary with Network World.*

INTERESTS OUTSIDE THE OFFICE: Reading, boating, flying, traveling, tai chi and art.

ONE POSESSION YOU WOULD GRAB IF YOUR HOUSE WAS ON FIRE: My pants.

MANAGER'S PROFILE: "Jack is an extremely hard-working and technically knowledgeable individual who has helped Network World build its own internal technology resources — from computer systems to networks — allowing us to be more competitive in our marketplace."

*- **Colin Ungaro**, president, Network World*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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PAGE 5

IDG WORLD UPDATE
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Publications Prevail at Computer Press Awards

Among the 20 awards collected by IDG companies were seven first-place honors for *Computerworld*, *Federal Computer Week*, *PC World*, *Macworld* and IDG Books Worldwide

IDG publications and books dominated the recent Computer Press Awards taking home a total of 20 awards — seven first-place and 13 runner-up honors — in the 11th annual competition. Presented at a special ceremony during PC Expo in New York last month, the awards recognized works published during 1995.

Widely regarded as the most prestigious U.S. awards for coverage of the information technology industry, the Computer Press Awards attracted more than 1,000 entries, which were judged in 26 categories including articles, newsletters, magazines, columnists, television programs and books.

BEST NEWSPAPER
CONGRATULATIONS
Congratulations!

COMPUTERWORLD'S MARYFRAN JOHNSON (L), ***Paul Gillin** and **Tish Keefe** celebrate the weekly's victory as best technical trade magazine.*

IDG WORLD UPDATE

Among the IDG companies that brought home first-place awards were *Computerworld* (2), *Federal Computer Week* (1), *Macworld* (1) , *PC World* (1) and IDG Books Worldwide (2).

Runner-up honors were bestowed upon *Computerworld (2)*, *Macworld (2)*, *PC World (3)*, IDG Books (4), *InfoWorld* (1) and *Multimedia World* (1).

FIRST-PLACE WINNERS

Technical Trade Magazine

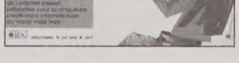
Computerworld

Paul Gillin, editor; **Maryfran Johnson**, executive editor; and **Patricia Keefe**, news editor.

•CONTINUED PAGE 6•

IDG France's *WebMaster* Helps Readers Do Business on the Internet

Negotiating the technological differences between Minitel and the Internet — and how to make money off the latter — is the primary mission of IDG France's new publication, *WebMaster*. The monthly publication launched in June with a circulation of 35,000, and is available only by subscription. The 68-page inaugural issue contained 15 ad pages, well ahead of its budgeted forecast of eight to 10 ad pages.


Comment recruter son webmaster
Droits d'auteur et copyright sur Internet
Pleins feux sur Java
web//master
intranet:
les bonnes raisons de plonger
Paris nombril du Web

Though *WebMaster* shares its name with the publication from CIO Communications in the U.S., the two share neither content nor audience profile. Just 10% to 15% of IDG France's *WebMaster*'s readership consists of IS managers and executives, while the vast majority of its readers are people professionally involved with the Internet in France, such as general managers and marketing communications managers.

•CONTINUED PAGE 4•

Computerworld Takes Wraps Off Intranet Supplement

IDG WORLD UPDATE

COMPUTERWORLD INTRANETS UNITES PRINT AND ONLINE TEAMS *to create a simultaneously published package for readers. The collaborative effort among Computerworld staff members includes: (clockwise from front): Intranet Editor **Joe Maglitta**; managing editors **Anne McCrory** and **Jodie Naze**; Art Director **Janell Genovese**; Online Editor **Michael Fitzgerald**; **Jose Bruzual**, art/media director, Electronic Media; **Bill Brandel**, editor, Electronic Media; and **Bruce Rayner**, editor, special projects. Not pictured: **Patrick Faucher**, multimedia specialist, Electronic Media.*

Before jumping into the intranet magazine fray, *Computerworld* conducted two research studies and spent hours following up with IS managers to determine what they wanted and how they wanted to get it.

"Some people wanted quick and dirty, easily scannable summaries of key information," said **Joe Maglitta**, the *CW* senior editor heading up the intranet project. "Others wanted everything they could get their hands on." And still others were after something in between.

How to please everyone? On June 24 the company unveiled a new dual-media publication aimed at providing high-level IS and business managers "must-know" information about intranets.

Sporting the tagline, "The manager's guide to what's really important," *Computerworld Intranets* is a slim "minizine" bound into the pages of *Computerworld.* The eight-page monthly (five pages of editorial, three pages of advertising) provides an executive-level overview of key intranet-related issues and management advice. It will also serve as an opinionated reference, pointing readers to other available "best-of-breed" resources, be it an in-depth feature on intranets' business value, a particularly strong product guide in *Network World*, an online news group forum or a new research report from IDC or Forrester Research.

COMPUTERWORLD

intranets

THE MANAGER'S GUIDE TO WHAT'S REALLY IMPORTANT

PROJECTS

ADVICE

EXPLAINER

ANALYSIS

Net gain, net pain

Payoffs can be big. But there are no free lunches

THE PUBLICATION IS *being positioned as a "manager's island in the intranet typhoon."*

"This publication is being carefully positioned as a manager's island in the intranet typhoon," Maglitta said. "We will not compete with the news services, dailies and weeklies already providing mountains of intranet-related information. Selection, analysis, informed opinion and bottom lines are the key here. The basic message is, 'read this skinny little pub, and you'll know what's important. If you want to know more, we'll point you to the best places.'"

But wait, there's more!

Concurrent with the launch of the print publication, an online version of *Computerworld Intranets* made its debut on the @Computerworld Web site. Here, readers needing in-depth information will find expanded versions of the articles appearing in the print publication, along with case studies, Real Audio, moderated discussion groups, "Quick Polls" on key issues, project spreadsheets, checklists and best-in-class resources such as conferences, research reports and training materials.

"One way to view our intranet strategy," Maglitta explained, "is to think of it in terms of a pyramid. The front page of the print and online publication [which contains *Wall Street Journal*-like summaries of key information] is the top of the triangle. The remainder of the print publication forms a second tier of the pyramid. The online site allows readers to drill down deeper and wider and forms the pyramid's base. Throughout, a big part of our added value is saying, 'This is something you should be looking at and this isn't.'"

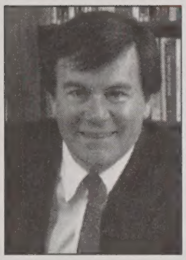
Maglitta, who serves as editor of *Computerworld Intranets*, will tap the expertise of leading industry consultants and analysts as well as other *Computerworld* journalists who cover related topics. For example *CW* Senior Editor **Gary Anthes** contributes the main feature on intranet security in the July issue. Senior Editor **Kim Nash**, who covers intranets for the weekly, will author a piece on integrating legacy systems and databases with intranets for the August issue.

The project closely involves @Computerworld Editor **Bill Brandel** and his staff as well as *Computerworld*'s Special Projects team led by **Bruce Rayner**. Print designer **Jannell Genovese** and Managing Editor **Anne McCrory** work closely with their online counterparts, **Jose Bruzual** and **Jodie Naze**. Online Editor **Michael Fitzgerald** helps bridge the two groups.

The minizine will appear bound into the last issue of *Computerworld* each month, while the Web page will be updated at least weekly. CIO reaction to the first issue, unveiled at *Computerworld*'s recent Intr@net conference in San Jose, was extremely favorable, Maglitta said.

"This whole project has been engineered from the start to take advantage of the unique strengths of print and online media," he noted. "By carefully integrating the two, we are giving our readers an opportunity to pick and choose as much or as little information as they need."

ON LINE



PAT McGOVERN

The chairman of IDG is this week's columnist.

Q I read a newspaper report that IDG might be considering making a public stock offering in the next couple of years. Is there any truth to this?

A The primary purpose of a public offering is to raise capital needed to finance business expansion. Fortunately, IDG's operating profits have been able to provide the working capital needed to support our 20% to 30% annual revenue growth. Over the next five years, our planned operating profits will continue to fully support this level of annual revenue growth. However, we may be able to accelerate this growth by making one or two acquisitions that would significantly increase our market share and profit margins. These acquisitions might be most economically made if our stock was publicly traded and enjoyed the premium evaluation now being given to companies like IDG that have valuable information content and/or global market presence. An additional consequence of listing IDG shares in the stock market at current evaluation levels would be that our employees' stock ownership plan accounts might more than double in value. However, we have not committed to any specific timing for such a public offering, but continue to keep this option in mind as we plan IDG's corporate growth strategy.

I work in an IDG business unit in Europe. I have heard that employees at IDG business units that are profitable can acquire the opportunity to invest in IDG shares through the IDG stock ownership plan. How does this work?

Each IDG business unit outside of the U.S. that is profitable is awarded the right to invest in shares of IDG in an amount equal to approximately 15% of that business unit's operating profit in the prior fiscal year. These rights are given to the head of the business unit to distribute among interested employees. To exercise these rights, the employees need to invest their personal funds in IDG shares which are held in the IDG International Stock Ownership Trust. These shares grow in value each year based on the appraisal of an expert independent evaluator. (IDG shares have appreciated an average of 28% a year over the last 15 years.) If employees leave the company, they receive the current cash value of their investment in IDG shares. Please advise your business unit head if you are interested in participating in this program.

I noticed that IDG Marketing Services recently conducted an image survey comparing IDG, Softbank and CMP. Is IDG shifting from its traditional emphasis on promoting its brands (Computerworld, PC World, Macworld, etc.) to an emphasis on promoting the IDG name?

IDG always has and will continue to promote its brands to our target reader audiences. We also promote these brands to the corporate and marketing management at the IT companies whose products and services our readers buy.

The 100 largest information technology companies typically have budgets that support advertising in several computer publications. These companies take into account the corporate vision, values, operating style, and overall marketing support of the publishing group behind the specific publications they are advertising in.

For this target audience, we are supplementing the promotion of our publication brands with a marketing campaign to make advertisers fully aware of IDG's global presence, initiatives in stimulating growth of the IT market, and business success story. As a result, we found our market share of advertising among the 100 top IT companies has grown faster over the last two years than the equivalent market share of CMP or Softbank.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

PCW Staffs Profit from Shared Experience at Global Meetings

Three times each year the PC World Global Product Support Center, based in San Francisco, organizes product line meetings for staff representing the 59 *PC World* editions worldwide. The 1997 regional meetings for networking and information sharing are tentatively scheduled to be held in Tokyo, Santo Domingo and Amsterdam. Dates have not yet been determined.

*For more information contact **Nancy Jacobs,** assistant to PCW CEO **Pat Kenealy** at tel: 415-978-3303, fax: 415-978-3382 or via e-mail at: nancy_jacobs@pcw.com.*

ATTENDEES AT THE 1996 PCW LATIN AMERICAN PRODUCT LINE MEETING, HELD IN *San Jose, Costa Rica, April 10-12, included representatives from eight countries: Dominican Republic: **Jose Alfio Almonte, Celeste Escoto, Franklin Valdez**; Argentina: **Ruben Argento**; U.S: **Cathy Baskin, Michael Bayle, Shawne Burke-Pecar, Thomas Gewecke, David Hill** (International Publishing Services), **Nancy Jacobs, Pat Kenealy, Gilberto Manresa** (IDG Latin America), **Santiago Villazon** (IDG Latin America)**;** Costa Rica: **Jose Miguel Fonseca, Christian Mangel, Alonso Trejos, Alvaro Trejos, Joaquin Trejos**; Panama: **Leslie Janneth Melendez, Guillermo Ronderos**; Ecuador: **Rafael Roldan Munoz**; Brazil: **Rosane Serro**; Puerto Rico: **Alfredo Tomey**.*

THE 1996 PCW EUROPEAN PRODUCT LINE MEETING WAS HELD IN MARRAKECH, *Morocco, June 4-6. Among the attendees were: Czech Republic: **Ousmane Keita**; Denmark: **Trude Berg**; France: **Charlotte Trim**; Germany: **Antje Bruns, Christoph Burkhart, Joachim Herbert, Petra Herman, Michael Klein, Josef Kreitmair, Susanne Schulze, Sylvia Stier, York von Heimburg, Heide Witte**; Hungary: **Sandor Mester, Csaba Meszaros, Agnes Radnoti**; Italy: **Deborah Sordini, Mario Toffoletti**; Netherlands: **Tallina de Boer, Fred Driessen, Sijmen Philips**; Norway: **Rune Antonsen, Thomas Bergerskogen, Siri Herud**; Poland: **Wlodzimierz Duszyk, Krzysztof Matey, Renata Swiecka, Jolanta Szot**; Romania: **Paula Apreutesei, Mihaela Gorodcov**; Spain: **Sergio Saenz, Juan Manuel Saez, Paco Zabala**; Sweden: **Torgil Duncansby, Mats Hultgren**; Switzerland: **Roger Bataillard, Gebhard Osterwalder, Christa Schellenberg**; Turkey: **Mehmet Ali Altaca, Mustafa Arslantunali, Volkan Ersoy, Akdogan Ozkan, Cenk Tarhan**; U.K.: **Jaine Bennett, Kit Gould, Dennis Jarrett, Karen Williams**; U.S.: **Victoria Anderson** (Global Web Support Center), **Michael Bayle**; **Tim Clarke** (International Publishing Services), **Nancy Jacobs, Pat Kenealy, Phil Lemmons, Noel McLaughlin**.*

TEST YOUR KNOWLEDGE OF THE PCW PRODUCT LINE WITH TRIVIA ON PAGE 8

WEBMASTER

continued from page 1

The *WebMaster* concept also includes a *WebMaster* home page and the quarterly *WebMaster* CD-ROM. Although anyone can access the home page, the best services are restricted to subscribers who receive a special password. For example, recently released IDC figures about the French Internet market that will be included in the September print issue are available on the Web now for subscribers.

The CD-ROM will contain freeware or demo versions of software described in the magazine, and editorial content that, for example, describes how to use the software in a corporate Web site.

WebMaster was launched by a team of five led by Publisher **Didier Krainc** and Editor-in-Chief **Olivier Saint-Leger**. Primary advertisers IBM, Microsoft, Sun and Lotus sponsored two launch events.

For more information contact Didier Krainc at tel: 33-1-4904-78-61, fax: 33-1-49-04-80-71 or e-mail: krainc@idg.fr. The WebMaster site is located at http://www.idg.fr/webmaster/.

MORE ON MINITEL

Operated by France Telecom since 1983, the Minitel system consists of 6.5 million computer terminals installed in French homes and businesses. Users can purchase goods of all kinds, reserve a rental car, send e-mail, check transportation timetables and access government and professional databases, among other functions.

The fee that Minitel users pay to access a service is split between France Telecom and the company providing the service. France Telecom pays the companies directly. Thus, companies have not had to collect revenue from customers themselves, as they would need to on the Internet. Marketing — and advertising — also take on a new dimension on the 'net. *WebMaster* aims to be a key resource for companies who want to learn how to turn their Minitel businesses into Internet businesses.

Job Opportunities IDG

Monday, July 8, 1996

Circulation Assistant (CIO)
The Circulation Assistant will perform all duties related to subscriber customer service such as address changes, new subscription requests, cancellations, payment problems, missing issues, etc. Responsibilities will also include answering the customer service line, maintaining the customer service database, processing all back issue sales, and providing general administrative support for the Circulation department. Candidate must possess excellent phone skills, general office skills, and be able to juggle multiple tasks. Familiarity with Macintosh and publishing experience preferred. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Director, Semiconductor Research (IDC)
The individual in this position will be in charge of the implementation of IDC's semiconductor research product. Responsibilities include: accountability for industry sizing database; responsibility for quarterly and five-year forecast, including market share; regular delivery of written research; ability to execute semiconductor industry consulting; recruitment/management of additional US semiconductor analyst staff. This is a relatively new area of investment for IDC so a priority on business development is essential. Additionally, it is a global product requiring a cooperation with regional research efforts in Asia/Pacific. Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Research Assistant, PT (IDC)
The individual in this position will conduct secondary market research and limited primary research on emerging information technologies, leading-edge business applications of IT, and new methods for creating, selling and supporting IT products and services. The Research Assistant will gather and synthesize data, information, and opinions form both IDC sources and industry sources. Excellent secondary research skills and written and oral communication skills required. IT industry knowledge and experience a plus. Location: Framingham, MA
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Research Manager, Latin America Research (IDC)
IDC Latin America seeks a Project Manager with 3-5 years experience in IT market research, consulting, or related field. Additional years of IT industry experience helpful. This individual will oversee the management, scheduling, and delivery of all multiclient and consulting projects as well as take an active role in data management and forecasting.
Location: Mt. View, CA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Sr. Research Analyst, Optical Storage (IDC)
The Senior Analyst will be responsible for following the optical storage marketplace. Experience in building models, collecting and analyzing quarterly data a must. Strong writing and numerate skills essential. Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Sr. Research Analyst, Tape Storage (IDC)
The Senior Analyst will be responsible for following the tape storage marketplace. Experience in building market models, collecting and analyzing quarterly data a must. Strong writing and numerate skills essential. Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Circulation Development Manager (IDG/CSC)
Product champion will be responsible for developing and executing an ongoing circulation growth plan designed to maximize delivery of qualified audience to IDG web sites worldwide by creating a compelling "CyberNewsstand" of IDG products. Product champion should have 5+ years of publishing and management experience, an understanding of circulation and auditing principles, and a comprehensive understanding of the web and of successful web-based advertising and circulation strategies. Ideal candidate should possess a strong background in managing service-oriented projects designed to satisfy multiple constituencies. Location: San Francisco, CA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

General Manager, IDG Web Advertising Service (IDG/CSC)
Product champion will develop technology infrastructure and database systems to support an IDG-wide web advertising network. Candidate should be able to set up and maintain Netscape and NT-based web sites, be familiar with Oracle and other database systems, and have experience and/or proficiency with UNIX, HTML, Perl, and Javascript. Experience working with distributed TCP/IP systems and additional programming and systems engineering experience a strong plus.
Location: San Francisco, CA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Publisher, Web Shopper (IDG/CSC)
Product champion will plan and launch a new web-based publication targeted at the direct buyers of computer products. Candidate will develop business plan and budget, negotiate long-term partner agreements, hire staff, and launch publication on accelerated timeframe. Candidate should have 10+ years of sales and publishing experience, first hand knowledge of the direct and reseller markets, and a comprehensive understanding of the web and of successful web-based advertising and circulation strategies. A strong track record with startup and growth opportunities preferred. Location: San Francisco, CA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Help Desk Specialist (IFTW)
The individual in this position will be responsible for developing and maintaining all aspects of the Help Desk. Responsibilities include: developing and deploying policies and procedures for the Help Desk, providing effective and timely support to all IFTW personnel (including outside sales offices), and working with the Network Administrator and IS Manager on complex technical issues. Must have extensive working knowledge of Help Desk policies and procedures. Technical skills include Mac, PC, and peripheral hardware, operating systems and commonly used business and publishing applications. Must be organized, able to multi-task, and able to work in a fast paced environment. Location: San Mateo, CA
Contact: N. Durlester, Fax: 415-349-5279, Phone: 415-286-2511, Email: ndurlester@iftw.com

Receptionist (IPS)
IDG's International Publishing Services seeks an energetic, professional receptionist for its busy office. The receptionist will be responsible for meeting, greeting, and directing all visitors, answering the main telephone line, and acting as the first point of contact for IPS. Other responsibilities include domestic and international mail and package processing, filing, and providing general administrative support for staff. Will also provide administrative support for division President. Ideal candidate will be highly organized and efficient, pleasant, and be able to work independently with little supervision. Must have solid Macintosh or PC skills; knowledge of Microsoft Word and Excel required. Location: Boston, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Editorial Researcher (PCW)
The individual in this position will be responsible for verifying all non-technical information in PC World. This involves reading all manuscripts, identifying all company and product names, prices, and other information. This individual will also perform other research projects as requested by editors. Requires a college degree, exceptional communication skills, familiarity with PCs and related technology, and a strong interest in building a career in computer publishing. Location: San Francisco, CA
Contact: A. Kandra, Fax: 415-442-1891, Phone: 415-267-1750, Email: anne_kandra@pcworld.com

Visit the IDG Home Page at www.idg.com for a complete list of job openings across IDG!
Look for the next complete list of job opportunities across IDG on Monday, July 29, 1996!

IDC Employees Honored With Excellence Awards

IDG WORLD UPDATE

THE IDC FRAMINGHAM EXCELLENCE AWARD WINNERS SHOW OFF *their citations. (Left to right:)* ***Carol Glasheen, Matt Toolan, Doreen Francy*** *and* ***Alyson Frasco****. Not pictured:* ***Chris Greene****.*

IDC West
EXCELLENCE
EXCELLENCE

SHANNAN GEHRING

THREE MEMBERS OF THE IDC MOUNTAIN VIEW, CALIF., TEAM *received Excellence Awards for their outstanding service to the company. (Left to right:)* ***Sean Kaldor, Tatiana Engurasoff*** *and* ***Lauri Jones****.*

Eight outstanding IDC employees were recently recognized for their performance during the second and third quarters of FY96. IDC's U.S. staff nominates colleagues; winners are chosen by a five-member committee. Excerpts from their nominations appear below.

BUSINESS DEVELOPMENT

Program Manager **Sean Kaldor** was honored for developing and delivering a multi-faceted, time-sensitive and strategically important product: the Worldwide Quarterly PC Market Tracker. As of early June, IDC had booked more than $500,000 in new revenue by signing Hewlett-Packard, Compaq, Gateway 2000 and Digital as clients for this product.

Program Manager **Lauri Jones**' contributions to IDC have been many, including developing the Latin American Distribution Channels research program into the group's most profitable product area; designing new research studies for the rapidly changing international marketplace and managing the restructuring of IDC's partnership in Argentina.

QUALITY

Research Analyst **Matt Toolan** was a key player in the Digital Baseline Project, assisting with table preparation and later assisting with whole sections of the project. After delivery he was an extremely effective link between the data users at Digital and the other members of the Baseline analyst team at IDC.

Primary Research Manager **Carol Glasheen** has played an important role in increasing the timeliness and the quality of the Personal Systems Group's primary research. While cutting report turnaround times in half, she has also bolstered the research. Carol has given continuous input to designing and improving the surveys and has helped find ways to meet budget requirements.

SERVICE

Receptionist **Tatiana Engurasoff** has excelled in presenting a positive company image to clients and prospects. From greeting IDC Mountain View visitors to keeping the office organized to pitching in when colleagues need help finishing a project, Tatiana has been invaluable. She always has a great attitude, and her ability to maintain a positive demeanor when handling difficult callers is an indispensable talent.

Group Operations Coordinator **Doreen Francy**, a member of the Systems, Software and Services (S3) Group, has consistently juggled client calls, sales requests, and the administrative details of three S3 departments (Asset Management Services, Communications Systems/Servers and IDC Government Market Services) while always maintaining a great attitude. She handles additional responsibilities admirably, and her conscientious work is always appreciated.

TEAMWORK

Lotus Notes Specialist **Chris Greene** has been instrumental in the creation, development and roll-out of many new IDC applications, including the IDC Customer Market Segmentation Project, the Publications Workflow Database and the Global Bookings Database. He has worked with many IDC employees to give them the information, training and excellent customer service they need to use these applications effectively.

Senior Research Analyst **Alyson Frasco**'s work as an analyst has moved to a new level with the coordination of worldwide research and her first year-end review and forecast; the 1995 Printer Market Review was timely, comprehensive and detailed. She has tirelessly helped new colleagues adapt to IDC and has been a key support person as the Printer Group's worldwide responsibility increases.

COMPUTER PRESS AWARDS

continued from page 1

Breaking News or Series
Computerworld
"Lotus on the Block," by **Michael Fitzgerald**, assistant sections editor; Suruchi Mohan (no longer on staff) and **Patricia Keefe**, news editor.

Trade Newspaper
Federal Computer Week
Anne Armstrong, editor-in-chief; **Joanne Connelly**, managing editor; and **Carolyn Marsan**, managing editor.

Technical Feature or Series
Macworld
"The Future of SCSI," by **Dan Littman**, former senior associate editor and Jim Heid, contributing editor.

Software Product Review
PC World
"Easy Money: Personal Finance Software," by Peter Scisco, Daniel Tynan and Anita Hamilton.

Introductory How-to Book: Systems
IDG Books Worldwide
The Internet for Teachers, Bard Williams, Bill Helling and Pat Seiler.

Introductory How-to Book: Software
IDG Books Worldwide
Windows 95 Simplified, Ruth Maran, Kelleigh Wing, Paul Lofthouse.

RUNNER-UP HONORS

Technical Feature or Series
Computerworld
"The *CW* Guide to High-end Desktop PCs," by **Jim Connolly**, department editor/features; **Cathleen Gagne**, associate editor, features; and Rosemary Cafasso (no longer on staff).

Investigative News or Series
Computerworld
"Ticket to Nowhere," by **Joe Maglitta**, senior editor/features.

PC World
"Invasions of Privacy," by Jeffrey Rothfeder, **Christina Wood**, senior associate editor, and **Richard Overton**, online staff editor.

Hardware Product Review
InfoWorld
"Internet Servers: New Internet Support for Information Systems," by Lisa Stapleton, Steve Irvin and **Greg Johnson**, technology analyst.

Software Product Review
Macworld
"ClarisWorks 4.0," by **Wendy Sharp**, associate editor/reviews and David Pogue, contributing editor.

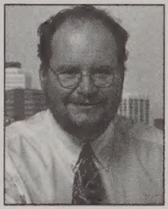
Opinion or Editorial
Macworld
"Famous Last Words," by Steven Levy, contributing editor and **Deborah Branscum**, former executive editor.

Broad Interest: Magazine
PC World
PC World Staff

Columnist
PC World
"Consumer Watch," by **Roberta Furger**, senior writer, and **Christina Wood**, senior associate editor.

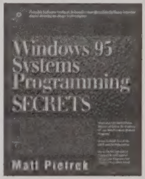
FURGER

CD-ROM-Based Publication
Multimedia World
"Multimedia World Live!" by **Russell Glitman**, former editorial director, and Kate Rowland.



GLITMAN

Advanced How-to Book: Software
IDG Books Worldwide
Windows 95 System Programming SECRETS, by Matt Pietrek, Clare Mansfield and James Finnegan.



Introductory How-to Book: Systems
IDG Books Worldwide
Yahoo! Unplugged: Your Discovery Guide to the Web, by Jerry Yang, David Filo with Charles Seiter, Paul Hoffman, Tom Negrino, Dave Taylor and Karen Heyman.

Introductory How-to Book: Software
IDG Books Worldwide
Macworld Freehand 5 Bible, Second Edition, by Deke McClelland, Susan Pines and Andy Cummings.

Macworld
FreeHand 5
Bible

IDG Books Worldwide
Real Life Windows 95, by Dan Gookin, Corbin Collins and Mary C. Corder.

1996 AWARDS CAP DECADE OF CPA HONORS

During the 11 years that the Computer Press Awards have been presented, IDG publications have stood in the winner's circle in all but the first year. This year's unprecedented 20 awards caps an outstanding record of achievement that includes eight first-place awards over the years for Best Computer Newspaper or Best Computer Magazine.

10th Annual Awards: 1994 Works
4 first places; 9 runners-up

9th Annual Awards: 1993 Works
6 first places; 6 runners-up

8th Annual Awards: 1992 Works
7 first places; 7 runners-up

7th Annual Awards: 1991 Works
2 first places; 11 runners-up

6th Annual Awards: 1990 Works
4 first places; 4 runners-up

5th Annual Awards: 1989 Works
1 first place; 5 runners-up

4th Annual Awards: 1988 Works
1 first place; 1 runner-up

3rd Annual Awards: 1987 Works
1 first place; 2 runners-up

2nd Annual Awards: 1986 Works
0 first place; 2 runners-up

1st Annual Awards: 1985 Works
0 first place; 0 runner-up

NOTEWORTHY

NEW EMPLOYEES

MEAGHER

After working as a temporary employee for a few weeks, **Alexis Meagher** has been hired as assistant to *PC World* Publisher **Sam Huey**. Alexis most recently worked as an executive assistant at Chemical Bank in New York City. She studied business management at the City College of San Francisco and enjoys spending her off hours with her husband and two children.

IDG WORLD UPDATE

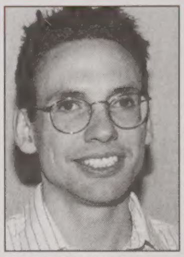
HANNY

IDC welcomes **Laura Hanny** as director of channels of distribution. Before joining IDC's Framingham office, Laura was a securities analyst for First Albany Corp. She has a B.S. in biology and an M.S. in computer science from Worcester State College, as well as an M.S. in applied management from Lesley College. Landscaping, golf and skiing take up Laura's free time.

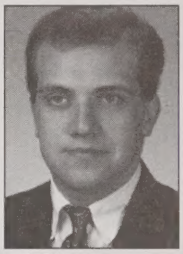
Editorial Assistant **Joanne Taaffe** is working for the IDG News Service's Paris bureau. She previously worked as an editor producing reports on the petrochemical market for ICIS-LOR in Paris. She has a B.A. in English from Leeds University in England and enjoys going to the cinema, drawing and traveling.

Chuck Griffith is an assistant content engineer at Macworld Online. Before moving to the West Coast, he was a videographer at Camp TV, a San Antonio, Texas, company that does promotional videos for camps and schools. An in-line skater and movie buff, Chuck has a B.A. in entertainment management from the University of South Carolina.

Timothy O'Connor is the operations supervisor for IDG's IS Department in Framingham. He previously oversaw networks and database development at Conservation Services Group, Inc. Tim attended Boston University and earned a B.S. in computer engineering and a B.A. in philosophy.


IDG WORLD UPDATE

O'CONNOR


WILSKA

Gregory Wilska has signed on as a research assistant at IDC Government in Falls Church, Va. He most recently served as a legal aide at a law firm in Connecticut. Greg has a B.A. in political science from Marietta College and lists biking, hiking and golf among his interests.

Meridith Levinson is an intern at IDG Research Services in Framingham. She's studying English and art history at the University of Vermont and enjoys visiting museums and relaxing at cafés.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHT YEARS

Abbie Lundberg - CIO
Jim Shannon - InfoWorld
Caroline Craig - InfoWorld

SEVEN YEARS

Carol Benioff - InfoWorld
Elaine Roberti - Computerworld

SIX YEARS

Delia de Planchart - IDG Venezuela

FIVE YEARS

Valerie Hennigan - IFTW Events
Steven Vito - FCW Govt. Technology
Andreas Uiterwijk - FCW Govt. Tech.
Stephanie Legelis - CIO
Stéphanie Grin - IDG France
Andrzej Dyzewski - IDG Poland

FOUR YEARS

Willem Knibbe - PC Games
Colleen O'Hara - FCW Govt. Tech.
Nancy Phua - IDG Singapore
Mohd Yasin B Haji Soe Yoe Ti - IDG Singapore

THREE YEARS

Metin Sözüer - IDG Turkey
Joy Ma - PC Games
Terrance Ng - InfoWorld
Amy Phoenix - InfoWorld
Erik Dafforn - IDG Books
Kazuyoshi Miura - IDC Japan

TWO YEARS

Elinor Mills - Int'l Publishing Svcs.
Norma Charles - IDG
Maigle Ibarra - IDG Venezuela
Peter Coen - Computerworld
Lisa Weisberg - Macworld
Pat Levenduski - IDG Books
Cornelia King - IDG Books
Kathy Welton - IDG Books
Allison Behr - IDG Books
Renate Regnet-Seebode - IDG Germany
Valérie Millon - IDG France

ONE YEAR

Nihat Asik - IDG Turkey
Julie Knapp - PC Games
Freddy Contreras - IDG Latin America
Carol Silbermann - IDG
William Binan - IDG
Bruce Friedman - CIO
Nicholas Ng - IDG Research Svcs.
Paul Overhiser - IDG
Matthew Mahoney - IDC Government
Silvia Orozco - IDG Venezuela
Yun Wang - InfoWorld
Cheryl Stratton - Computerworld
Nancy Dillon - Computerworld
Dan Rowley - IDG Books
Terry Somerson - IDG Books
Kenyon Brown - IDG Books
Karen Blythe - IMS/Europe
Rashidah - IDG Singapore

????? IDG ITRIVIA ?????

PC World is one of IDG's oldest product lines. How much do you know about PCW products and the business units worldwide that publish PCW? Take this test and find out! The answers can be found in the box below

1) When was *PCW* U.S. launched?
1980 1983 1986

2) In which country was the first *PCW* launched outside the U.S.?
Spain Australia Germany

3) How many titles are in the *PCW* product line worldwide?
29 59 71

4) Where is *PCW* U.S. based?
San Francisco Framingham, Mass. New York City

5) What is the circulation of *PCW* U.S.?
576,500 850,000 1,020,000

6) Which *PCW* has the highest newsstand sales?
***PCW* (U.S.) *PC Welt* (Germany) *InfoPC* (France)**

7) Where is the *Network World/PC World* Network Test Center based?
Houston Framingham, Mass. San Francisco

8) Who is *PCW* U.S.'s target audience?
PC gamers PC-proficient managers New users of PCs

9) How many *PCW*s have online sites?
8 21 37

10) How many online users visit the *PCW* U.S. site each month?
275,000 400,000 562,500

11) In which country did the most recent *PCW* launch?
Egypt Kenya Iceland

12) What country is using the local edition of *PCW* as a teaching tool in its government-subsidized schools?
China Czech Republic Chile

13) What is the name of the PC-related title that IDG Media in the U.K. acquired in 1996?
PC Magazine PC User PC Advisor

ANSWERS

1) 1983 2) Germany 3) 59 4) San Francisco
5) 1,020,000 6) *PC Welt* 7) Houston 8) PC-proficient
managers 9) 21 10) 400,000 11) Iceland 12) Chile
13) PC Advisor

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 29 July 15, 1996

ONLINE: CHARLIE WEMYSS CONTINUES HIS DISCUSSION OF IDG PAPER-BUYING ISSUES
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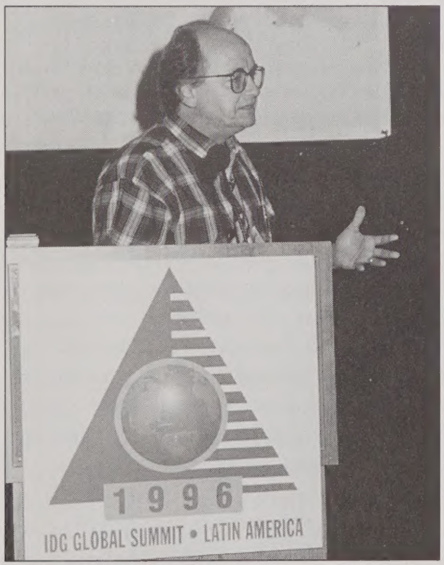
PAGE 4

NEW U.S. BUSINESS UNIT PROVIDES LEADS FOR VALUE-ADDED RESELLERS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Puts Focus on Latin America with Region's First Global Summit


1996
IDG GLOBAL SUMMIT • LATIN AMERICA

RICARDO ZERMEÑO, DIRECTOR, IDC-*Select Mexico, makes a point during his discussion of marketing strategies in times of economic uncertainty.*

1996
IDG GLOBAL SUMMIT • LATIN AMERICA

LAURI JONES, MANAGER/REGIONAL *Studies, IDC Latin America, discusses new issues in Latin American channel marketing at the Global Summit.*

With the Latin American IT market poised to nearly double by 1999, IDG last month staged its first Global Summit/Latin America, attracting 140 executives from more than 65 U.S. information technology companies to the two-day conference in Miami.

Sponsored by IDG Marketing Services, the IDG Global Summit/Latin America provided attendees with insights on how to position, brand and promote their companies in the Latin American market. Speakers at the invitation-only event, who included IDG and IDC employees as well as top marketers from leading U.S. IT companies, explored a number of critical issues facing marketers in the region.

Among the topics discussed were:

- Consistency vs. customization in brand messaging within and across the region.
- Strategies for marketing in Mexico during economic uncertainty.
- Using direct marketing effectively in

•CONTINUED PAGE 7•

Global Online Keeps German Readers On Top

Corporate decision makers in Germany are checking out a new publication designed to help them get a competitive edge in electronic markets. *Global Online*, a magazine published by Computerwoche Verlag, defines "online" as anything transmitted in real time via internal or public networks. The publication looks at everything from videoconferencing to electronic magazines to kiosk systems at a business's point-of-sale to computer-based training.

GLOBAL ONLINE
neu
Businet!
Welche Firmen jetzt vom Internet profitieren
KARRIERE
SERVICE-PROVIDER
SHOPPING ONLINE
http:
Ein Magazin der COMPUTERWOCHE

Global Online debuted in June with 17 pages of ads in a 100-page folio. Two other test issues are planned for August and October. If the test marketing is successful, *Global Online* will appear monthly in 1997. The target audience is business managers responsible for communication and information such as IS professionals and marketing experts. During its trial period, in addition to appearing on newsstands, *Global Online* is being sent to *Computerwoche* subscribers, webmasters and other electronic pub-

• CONTINUED PAGE 2 •

IN BRIEF

Network World Fusion Offers Online Product Directory

Network World Fusion last month launched a comprehensive, fully searchable online product directory focusing solely on the networking and intranet markets. The Product Locator is available on Network World Fusion's "Direct Connect" section, an interactive catalog of vendor products and services. Listings on this free service typically include product descriptions, white papers, demos and special promotions. The Product Locator directory allows NW Fusion users, at no charge, to conduct quick searches in more than a dozen technology categories. After selecting the categories they are interested in, users will receive complete, alphabetized listings of relevant products and services, including product summaries, hyperlinks to complete product profiles and links to company Web sites. Network World Fusion's URL is: http://www.nwfusion.com. Questions may be directed to **Heidi Creighton** at tel.: 508-820-7528 or e-mail: hcreight@nww.com.

Global Circulation Meeting Confirmed for September

The Computerworld/InfoWorld Global Product Support Center will host a meeting for any IDG employees working in the circulation field. The meeting will be held in Marbella, Spain, Sept. 9-11.

Following the recommendations from last year's meeting attendees, the gathering will consist of more interactive sessions. There will be numerous small group exercises and presentations, as well as ample opportunities to discuss circulation initiatives and challenges.

Interested employees should contact ***Siri Herud*** *of the CW/IW Global Product Support Center as soon as possible at tel: 47-22-05-30-00; fax: 47-22-05-31-01; BusinessTalk: s.herud; or Lotus Notes: Siri Herud.*

GLOBAL ONLINE

continued from page 1

lishing editors. Initial circulation is 75,000.

Profiles of online strategies, applications and products and services make up the core of *Global Online*'s content. **Dieter Eckbauer** is serving as publisher, and the sales department of *Computerwoche* is handling ad sales. According to Eckbauer, no similar publication exists in Germany.

For more information, contact Dieter Eckbauer at tel: 49-89-3-60-86-103; fax: 49-89-3-60-86-386; e-mail: 106001.2060-@compuserve.com.

Computerworld Colombia Wins IT Journalism Award

ACCEPTING THE IT JOURNALISM AWARD WERE (FROM LEFT): ***Ciro Villate****, managing editor, CW Colombia/director Inviarco Ltda.;* ***Sergio Martinez de la Cámara****, president, CCIT;* ***Elisa de Villate****, assistant manager, Inviarco Ltda.;* ***Horacio Gómez****, editor-in-chief, CW Colombia;* ***Dary Sandra Peña****, editor-in-chief, PCW Colombia.*

For the second consecutive year, *Computerworld Colombia* was awarded the National Prize for Information Journalism for excellence in covering the IT market. The award, presented by the Cámara Colombiana de Informática y Telecomunicaciones (CCIT) and the Círculo de Periodistas de Bogotá (CPB), shows the growing interest of the general press in the information technology industry.

The CPB and CCIT also recognized **Ciro Alfonso Villate**, managing editor of *Computerworld Colombia*, for his contributions to the information technology industry over the past year. "I am very proud of this distinction," Villate said. "It represents not only a recognition of my work, but a team effort to give the industry the best information possible."

CW Colombia has been published bi-weekly since 1989 by Inviarco Ltda., IDG's Bogota-based licensee. Inviarco Ltda. also publishes *PC World Colombia*.

CIRCULATION FUNCTION MEETING RESCHEDULED

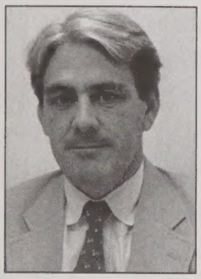
The circulation function meeting originally scheduled for Aug. 5-6 at the Clairmont Hotel in Oakland, Calif., has been rescheduled for Sept. 11-13.

For more information or to register for the meeting, contact:

Barbara Ruffner, InfoWorld
tel: 415-572-7341
fax: 415-312-0558

Holly Klingel, IFTW
tel: 415-349-4300
fax: 415-349-0361

ON LINE



CHARLIE WEMYSS

The president of IDG Paper Supply Co. is this week's guest. Part 1 of his column appeared July 1.

Q What experience do you have in the paper industry?

A I'm a fourth-generation papermaker — my great-grandfather bought a paper mill around 1900, and my family owned and operated mills in the Northeast U.S. up until the 1980s. I worked in the family business for years, from summer jobs working on a paper machine to supervising papermakers. I left in 1984 and went into paper sales. My most recent post before joining IDG in July 1995 was sales manager, coated publication paper sales, for Kymmene USA.

What steps is IDG taking to ensure environmentally responsible buying of its paper?

As a former papermaker I can tell you that the "bad old days" are gone in terms of the paper producers' behavior and attitudes toward the environment. A renewed sense of stewardship has lead to the development of new silvaculture techniques to grow stronger, healthier forests; measurement of AOX (absorbable organic halogens) in the mill waste water; and proper disposal of solid matter in the waste water. All of these improvements have come about as a result of the general public's widespread environmental awareness. There is also an environmental benefit in the latest "closed loop" production process in many mills around the world, which has actually reduced waste in the mill and increased productivity. Those paper producers who fail to keep pace with the emerging technologies in relation to the environment are probably not keeping pace with pulping and paper technologies, either. Those companies will not be competitive — ultimately the low-cost producer in the marketplace will win out, and the higher cost producer will go to other market niches or disapppear altogether. This will make our selection process — from an environmental standpoint — even easier than it is today, since we will be able to pick and choose grades of paper from responsible producers, safe in the knowledge that the producers are doing all they can to meet the environmental challenges of the future.

Does IDG buy recycled paper?

IDG uses recycled qualities in many of its publications globally. To be more precise, most paper contains a percentage of recycled content all the time, since most paper mills run a "broke return" system that reuses any paper in the paper mill that did not go out of the mill as a finished product. However, if we look at the various governmental guidelines worldwide that mandate the amount of deinked pulp in a sheet of paper, then we are still participating in a rather proactive way compared to many other publishers. It is also interesting to note that not all grades of paper lend themselves well to the use of deinked pulp. But, we can still do our part to help the environment through the selection of grades that lend themselves most easily to the recycling process and subsequent reintroduction to the papermaking process.

Do you get involved in promoting or handling environmentally responsible disposal of IDG's unsold publications?

IDG is a member of the MPA Paper Committee, a body of publishers and papermakers who meet regularly to discuss the issues that affect our businesses and the allied trades.

One issue before the committee is poor sell through on the newsstand and the handling of the returns. One simple solution many of the larger consumer publishers have tried is to print fewer newsstand copies. This has reduced waste across the board. It is important to realize that even though a magazine has been printed, bound and shipped to the newsstand, it does not qualify under current U.S. Environmental Protection Agency guidelines as post-consumer wastepaper if it is not purchased. All of this activity on the part of the MPA Paper Committee aims to promote the responsible use of paper and later disposal of unsold publications. In Europe there are several mandates including the German "Blue Dot" and the Nordic countries' "Nordic Swan" that are helping to tackle the disposal and recycling of magazines. It is interesting to note that many of the new capital expenditures by the paper industry have been in the area of deinked pulp and paper facilities. This can only help us in our efforts to reduce waste and handle our old magazines in an environmentally sound fashion.

Why is IDG only using Finnish paper for its U.S. newsweeklies?

The U.S. newsweeklies have evolved in their grade selection from standard newsprint to "hi-fi" newsprint to today's Machine Finished Coated (MFC) quality. The technology for MFC quality was developed concurrently in the U.S. and Finland. However, the U.S. producers focused on the more expensive wood-free coated market, while Finland focused on the less expensive mechanical coated market. Finland's focus on the mechanical coated market has benefited IDG in that we have great flexibility in basis weight range and product availability (over half a million tons produced per year). Plus, our relationship with Finnish producers enables us to support the European market as it suits our needs. We have made it a priority to establish a U.S. production base to balance the Finnish MFC. Currently, we are in a full-scale effort to persuade at least two U.S. papermakers to produce the kind of paper quality the IDG U.S. newsweeklies require. Reliability and production capability as well as machine configuration have been the limiting factors in this challenge. We do have long-term contractual agreements with the Finnish producers for quantity, quality and price, and we do have the rebate program, so there are some inherent advantages to the current relationship.

1996 IDC GLOBAL FELLOWS

IDC has awarded Global Fellowships to six employees for FY96. The following staff members will complete two- to three-week fellowships during the coming year:

- Esra Basoglu, research analyst, IDC Turkey, to IDC Latin America (Mountain View, Calif.)
- Saleem Bikanerwala, research manager, IDC Asia/Pacific, to IDC Framingham
- Brian Clarke, program manager, IDC Framingham, to IDC U.K.
- Rosanna Colombo, senior analyst, IDC U.K., to IDC Japan
- John Farrell, senior analyst, IDC Framingham, to IDC Israel
- Siew-Joo Tan, analyst, IDC Framingham, to IDC Singapore

All IDC employees — U.S. and non-U.S. — are eligible for global fellowships. Nominations are accepted annually in April.

If awarded a fellowship, an IDC employee receives $5,000 to offset living and travel expenses. The fellow remains on his/her company payroll and benefits program for the duration of the fellowship.

The IDG Corporate Human Resources Department also allocates funding for fellowships for IDG employees.

For more information about the IDC Global Fellowship Program contact Elizabeth Martin at tel: 508-935-4649; fax: 508-935-4610; e-mail: emartin@idcresearch.com.

For more information about the IDG Global Fellowship Program, contact your HR representative or Tom Mathews at tel: 508-935-4710; e-mail: tom_mathews @idg. com or Beth Nichols at tel: 508-935-4416; fax: 508-935-4600; e-mail: beth_nichols @idg.com.

AROUND THE WORLD IN 14 DAYS: EXPERIENCES OF 1995 IDC GLOBAL FELLOWS

Three IDC employees share their thoughts on the IDC Global Fellowship Program. The three other 1995 global fellows were profiled in the March 25 issue of *IDG World Update*.

GLÓRIA CUNHA, *an analyst for IDC Brazil in São Paulo, divided her time between IDC Latin America's operations in Mountain View, Calif., and Coral Gables, Fla.*

IDC LATIN AMERICA

Glória spent the first days of her fellowship participating in IDC's International Research Meeting where she met analysts from the U.S., Hong Kong, Italy, U.K., and Australia. She presented the Brazilian Site Installation Database (of 10,000 user companies), which she has spent the past five years developing.

"I really enjoyed being part of meetings in the U.S. In Brazil people work more independently, but business culture in the U.S. seems like more of a group sharing of ideas and opinions," Gloria said. "On a personal level, I loved seeing San Francisco and walking through Fisherman's Wharf."

PURR DRUMMEY, *graphic design specialist in IDC's Corporate Marketing Department in Framingham, spent two-and-a-half weeks at IDC U.K. in the Publications Department.*

IDG WORLD UPDATE

"Because IDC is a very decentralized company (with offices in 44 locations worldwide), there is a need to convey a consistent image in the eyes of our clients around the world," Purr said. "I felt that the fellowship would be a great opportunity to promote the IDC Corporate Identity Manual I had developed, as well as to experience what it would be like to work at another IDC location."

"Personally, I got to see the architectural beauty of London and get a taste of its cultural diversity (as well as a taste of its finest brew offerings!). I had never travelled outside of the U.S., so it was an incredible opportunity to compare cultures."

SEANA DOWLING, *senior research analyst, IDC Framingham, traveled to IDC Japan in Tokyo, where she worked with several staff members on IDC's Global IT Survey.*

IDG WORLD UPDATE

"I found the opportunity to meet and develop personal relationships with my colleagues at IDC Japan invaluable," Seana said. "My fellowship experience has enhanced the survey process immeasurably. Developing a greater understanding of the Japanese market and the challenges of conducting surveys there, has contributed to a smoother survey process."

"The staff of IDC Japan does a superb job on the survey, and now I appreciate even more the work they do — knowing how different their work environment is. I think I was able to provide better support to them knowing the similarities and differences in our survey processes."

Job Opportunities

IDG

Monday, July 15, 1996

Web Server Administrator (IDC)
Key technical role in team devoted to enhancing high-visibility commercial web site. Implementation experience with NT, Netscape or IIS servers, CGI, HTML required. UNIX, C, C++, Java, Javascript, VBX/OCX/Active X, Shockwave, SSL, SET, electronic commerce, databases desirable. Immediate start, ability to work with creative and technical team to meet aggressive deadlines. Must be hands-on and motivated to achieve world-class web presence. BS in Computer Science preferred. Location: Framingham, MA
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: dbernardi@idcresearch.com

Operations/Support Manager (IDG Global Comm.)
The individual in this position will manage the day to day operations of IDG Global Communications focusing on customer service and support issues. Responsibilities include: handling all customer inquiries, evaluating the problem, and working with the appropriate technical staff to insure quick and efficient resolution to the problem. The O/S Manager will also be responsible for proactive monitoring of all GC systems to insure system integrity and reliability as well as managing the global mail directory insuring ongoing accuracy and completeness. The successful candidate will have 5-7 years IS Management experience focused on customer service in a technology environment. Location: San Mateo, CA
Contact: J. DeBalko, Fax: , Phone: 415-312-0565, Email: jeff_debalko@idg.com

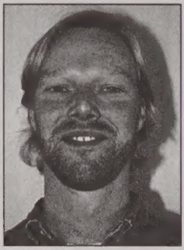
Graphics Production Specialist (IDG/B)
The Graphics Production Specialist will consistently and accurately merge prepared text and graphics into complete pages according to the editorial and production guidelines. Assist in design or redesign of new and existing books, correct errors in graphics, compile indexes and table of contents. Must be Macintosh savvy with thorough knowledge of Pagemaker and working knowledge of Freehand, Illustrator, Photoshop, and MS Word. Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Credit Analyst (IDG/B)
The individual in this position will maintain accurate and complete records of chargebacks for reconciliation with customers; collect past due invoices and chargebacks while maintaining good customer relationships. Requires a High School diploma, Associate Degree preferred. Must have at least 2 years experience in a high volume accounts receivable department preferably with commercial cash application and collection. Customer Service background helpful. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Account Manager (IDG/B)
The individual in this position will be responsible for maintaining and increasing the sales and market position with a specific geographic and market area. Must have demonstrated skills in conducting contemporary multi-step sales process. Must possess excellent written and verbal communication skills with the ability to multi-task. Will be required to travel to accounts when necessary. Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

NOTEWORTHY

PROMOTIONS


BUSSE

IDG NEWS SERVICE

Torsten Busse, who has been the IDG News Service's Munich correspondent for the past two years, has been promoted to senior European correspondent. "Torsten's bilingual abilities and professional experience on both sides of the Atlantic have been major assets to our team, and he has helped spearhead our effort to do global and regional trend stories," said Paris Bureau Chief **Marc Ferranti**.

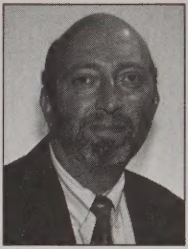
NEW EMPLOYEES

Macworld Associate News Editor **Tova Fliegel** has signed on as a full-fledged employee after working as a contractor for several months. She previously did freelance writing and editing and early in her career was the assistant reviews editor at *InfoWorld*. Tova has a B.S. in journalism from Northwestern University and spends her off hours scuba diving, hiking and working with ceramics.

Infotainment World welcomes two interns. **Lloyd Schino**, a student at Saint Mary's College, is handling general office duties. In his spare time, Lloyd enjoys listening to music and dancing.

Megan Woodman, a journalism major at the University of Oregon, is working on projects for *PC Games'* Web site.

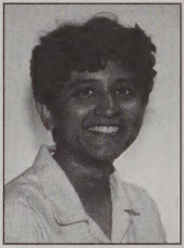
TRANSFERS


GREENBERG

Ken Greenberg, who was formerly director of business development at Electronic Marketplace Systems and later executive director of sales at Interactive Services Group, is president of IT Channel Services in Oakland, Calif. He has 12 years' experience in the IT sales channel, and sold to resellers for Sun Microsystems before joining IDG. Ken holds a B.S. in organizational behavior from the University of San Francisco.

KAMBESTAD

Previously a sales representative at Electronic Marketplace Systems and Interactive Services Group, **Nancy Kambestad** is now sales and marketing manager at IT Channel Services. Nancy has 12 years of sales, marketing and customer service experience in high technology, publishing and trade shows. Nancy has a B.A. in advertising and marketing from San Francisco State University.


SRINIVAS

Previously a content development specialist at Interactive Services Group, **Meera Srinivas** is now the product marketing manager at IT Channel Services. Meera holds an M.A. in journalism from the University of South Carolina and wrote her thesis on the interactive use of computer-mediated communication.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Scott Mace - InfoWorld

TWELVE YEARS
Barbara Ringer - IDG Germany

TEN YEARS
Wally Clegg - Macworld
Karin Quack - IDG Germany

NINE YEARS
Deborah Winders - Network World
Giulio Ferrari - IDG Italy
Karin Reitberger - IDG Germany

EIGHT YEARS
Judy Callahan - IDG
Alan Nelson - Computerworld

SIX YEARS
Hanim Akyüz - IDG Turkey
Cameron Crotty - Macworld

FIVE YEARS
Chris Keall - IDG New Zealand
Jan Cameron - IDG Research Services
Paola Bloise - IDG Italy

FOUR YEARS
Debra Becker - Network World
Richard Noden - IDC U.K.

THREE YEARS
Pamela Fleming - IDG

TWO YEARS
Vivian Ritondale - Network World
Rick Groves - Network World
Kristina Richards - IDG New Zealand
Alice Leightheiser - CIO
John Hemsath - InfoWorld
Ulrike von Trotha - IDG Germany

ONE YEAR
Gülnur Özkarabacak - IDG Turkey
John Robinson - Network World
Cynthia Schaeffer - Network World
Rob O'Neill - IDG New Zealand
Karl Martin - IDG New Zealand
Stephen Wright - IDG New Zealand
Heather Wright - IDG New Zealand
Charlie Wemyss - IDG Paper Supply Co.
Jyota Shishime - IDG Japan
Thomas Armbrüster - IDG Germany
Thomas Perskowitz - IDG Germany

REGISTER NOW FOR ONLINE FUNCTION MEETING

There's still time to register for IDG's fourth Online Functional Meeting, which will be held July 24-26 at the Hotel Sofitel in Redwood Shores, Calif. The meeting is designed to be a working conference to address issues faced by the various IDG online services around the globe.

To register, contact LynAnn King at Interactive Services Group at tel: 415-312-7895, fax: 415-312-7878 or e-mail lynann@factory.net.

SUMMIT

continued from page 1

a region plagued by unreliable telecommunications infrastructures and postal systems.

- New issues in Latin American channel marketing including tight margins, regional pricing, technical support, localization, vendor relations and electronic distribution.

IDG participants included Chairman **Pat McGovern**; President **Kelly Conlin**; IDC Latin America VP/Research **Paul Pastrone**; Managing Director/International, IDG Marketing Services **Frank Cutitta**; IDC Latin America Manager/Regional Studies **Lauri Jones**; IDC-Select Mexico Director **Ricardo Zermeno**; IDG Marketing Services President **Peter Horan** and Computerworld Senior VP/Research **David Moschella**.

IDG hosts annual Global Summits for three regions: North America, begun in 1992; Europe, launched in 1995; and now Latin America.

IDG'S ROOTS RUN DEEP IN LATIN AMERICA

Since 1976, with the establishment of operations in Brazil, IDG has had a presence in Latin America. Today, IDG and its licensees publish magazines in 17 countries in Central and South America. Seven publication-based Web sites exist in Brazil, Chile and Uruguay. IDC operates offices in Argentina, Brazil, Chile, Colombia, Mexico and Venezuela. IDG expositions in the region include ComNet-Fenasoft in São Paolo and Macworld Expo in Mexico City.

LATIN AMERICAN PUBLICATIONS

ARGENTINA
Computerworld Argentina, InfoWorld, PC World Argentina

BRAZIL
Annuário de Informática, Computerworld Brasil, Connections, Macworld Brasil, PC World Brasil, Publish Brasil, PC Player, Super Game Power

CHILE
Computerworld Chile, PC World Chile

COLOMBIA
Computerworld Colombia, PC World Colombia

COSTA RICA, DOMINICAN REPUBLIC, ECUADOR, EL SALVADOR, GUATEMALA, HONDURAS, NICARAGUA, PANAMA, PUERTO RICO
PC World Centro America

MEXICO
Computerworld Mexico, Macworld, PC World Mexico

PERU
Computerworld Peru, PC World Peru

URUGUAY
InfoWorld Uruguay

VENEZUELA
Computerworld Venezuela, PC World Venezuela

LATIN AMERICAN-BASED WEBSITES

BRAZIL	www.idgbrasil.com.br/
Computerworld Brasil	www.ibase.br/~idgbrasil/cwindex.htm
Connections	www.ibase.br/~idgbrasil/cnindex.htm
Macworld Brasil	www.ibase.br/~idgbrasil/mwindex
Publish Brasil	www.ibase.br/~idgbrasil/pubindex
PC World Brasil	www.idgbrasil.com.br/pcindex.htm
CHILE	
Computerworld Chile	www.cworld.cl/
URUGUAY	
PC World Uruguay	www.zfm.com/observador/

(L-R) IDG MARKETING SERVICES' ***Laurie Morgan****, Delia Schneider of Corel Systems and IMS'* ***Ginny Pohlman*** *flank IDG President* ***Kelly Conlin*** *during the Summit's opening reception.*

SANTIAGO VILLAZON, PUBLISHER *of PC World Latin America (left) joins IDG Marketing Services'* ***Frank Cutitta*** *(center) and* ***Peter Horan****.*

DID YOU KNOW?

• IT sales in Latin America for 1995 topped $12 billion and are projected to be $23 billion by 1999.

• Latin America, with 8% of the world's population, accounts for just 2% of worldwide IT sales.

• North America, with 5% of the world's population, accounts for 42% of worldwide IT sales.

• The Asia/Pacific region, home to 56% of the world's population, accounts for 24% of global IT sales.

• Brazil has emerged as the dominant IT market in Latin America. Last year, Brazil accounted for 48.2% of IT sales in the region. Mexico was second with 16.8%.

— Information supplied by IDC

CELEBRATING 10

Jim Brown

HOME: Malden, Mass.

JOINED IDG: March 24, 1986 as new products editor (the same day the first edition of *Network World* was published).

CURRENT TITLE: Managing Editor, Features, at *Network World*.

BEST PART OF YOUR JOB: Hearing from readers that projects I've worked on have helped make their jobs easier.

MOST UNUSUAL THING THAT'S EVER HAPPENED TO YOU AT WORK? The day a LAN server in the cube next to me all but burst into flames. It was the early days of LAN servers and something overheated, melting much of the plastic and the hard disk.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Not really. I figured I would gain experience at a start-up and move on to bigger and better things, possibly even within IDG. But I got caught up in the excitement of playing a role in bringing a new kid on the block to the market leadership position it enjoys today.

INTERESTS OUTSIDE THE OFFICE: Generally speaking, enjoying life with my wife, whom I've loved for 23 years, our two-year-old miracle son Christopher and our miracle child-in-development (stay tuned for a December announcement). More specifically — baseball, travel, music, colonial history and dining out.

DREAM DESTINATION: Going around the world in 80 months. Alternatively, I'd like to watch a game in each major league baseball park, a goal that I'm working toward.

FANTASY JOB: Commissioner of baseball

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY? My wife; my father, who passed away when I was 12; John Lennon; Shoeless Joe Jackson; and Rod Serling.

IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTED *Network World's* ***Jim Brown*** *to dinner at the Ritz-Carlton in Boston in honor of his 10th anniversary with the company.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? Not that they are my possessions, but my wife and children. Everything else is replaceable or can live on in memory.

MANAGER'S PROFILE: "Jim was one of the original staffers when *Network World* was founded 10 years ago and has picked up an amazing amount of technical knowledge along the way. He brings that knowledge to bear on every project with which he's involved and has used it to help educate countless others, myself included. Speaking for all of us, I say: 'Thanks, Jim. We're indebted to you.'

- ***Paul Desmond**, features editor, Network World*

IDG WORLD UPDATE

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Notes: David Hill	Notes: Patricia Smith	Notes: Penny Winn	Notes: Stephanie Noyes
Internet: david_hill@idg.com	Internet: patricia_smith@idg.com	Internet: penny_winn@idg.com	Internet: stephanie_noyes@idg.com

International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 30

July 22, 1996

IDC'S DIRECTIONS '96 CONFERENCE TOURS ARGENTINA, CHILE AND BRAZIL
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IDG CHAIRMAN PAT McGOVERN DISCUSSES MEMBERSHIP APPROACH TO SERVICES
PAGE3

FIRST IDG INSTITUTE FOCUSES ON MANAGEMENT AND LEADERSHIP SKILLS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Windows World Turkey Makes Smashing Debut

INTERNATIONAL

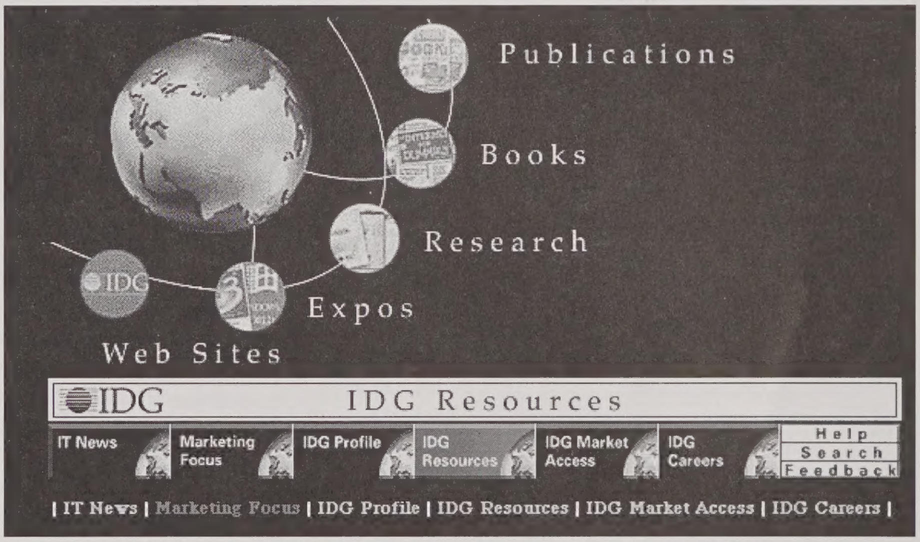
COMPUTERWORLD TÜRKIYE WAS WELL *represented at its booth on the show floor. (From left):* ***Esma Cavusoglu****, editor, Enterprise Computing;* ***Cigdem Palas****, circulation manager;* ***Nilgün Aydin****, marketing assistant;* ***Seyma Aydin****, marketing assistant;* ***Ülfet Altuncu****, database support;* ***Taner Tecer****, circulation assistant.*

IDG's foray into the Turkish exposition arena surpassed the efforts of companies producing IT events in Istanbul for the past two decades. The first Windows World Turkey, produced by IDG Turkey in May, drew over 27,000 attendees and 75 exhibitors.

Windows World's success was due to the positive brand recognition that IDG commands in the Turkish market and to the show's highly-trafficked Animation Area, noted Business Development Man-

• CONTINUED PAGE 5 •

Enhanced IDG Home Page Reflects Global Resources


Publications
Books
Research
Expos
Web Sites
IDG
IDG
IDG Resources
IT News
Marketing Focus
IDG Profile
IDG Resources
IDG Market Access
IDG Careers
Help
Search
Feedback
| IT News | Marketing Focus | IDG Profile | IDG Resources | IDG Market Access | IDG Careers |

IDG'S REDESIGNED WEB PAGE WENT "LIVE" ON JULY 15. THIS SCREEN SHOT DEPICTS *the five elements of the "IDG Resources" section, within which all of IDG's global products are described.*

Internet surfers who point their Web browsers to the IDG home page (http://www.idg.com) will see a redesigned and upgraded site that contains a wealth of information for IDG customers and employees alike.

The improvements to the page took shape with three goals in mind:

1) Modifying the look and feel of the site to correspond with IDG's visual brand identity.

2) Improving the content to attract IDG's target audience of technology marketers and media professionals worldwide.

3) Facilitating access to information about IDG's global resources.

"Global" is the key image in the enhanced site. Graphics of the planet Earth adorn each page, accompanying the tag line "IDG: Knowledge. Communication. Innovation. Worldwide."

"The Web changes all the time," said IDG Marketing Services President **Peter Horan**. "We wanted to redesign the site to keep it graphically on the leading edge. The intent is to showcase IDG re-

• CONTINUED PAGE 7 •

IN BRIEF

IDC's Directions '96 Tours Latin America

ANALYSTS FROM IDC OFFICES PRESENTED AT THE LATIN *American Directions '96 Briefing Session in Chile. (From left:)* ***David Vellante****, senior executive VP/research, IDC;* ***Philippe de Marcillac****, senior VP/Worldwide Research;* ***Ricardo Stevenson****, country manager, IDC Chile;* ***Paul Pastrone****, VP/market research, IDC Latin America;* ***David Card****, program director, IDC;* ***Lauri Jones****, research manager, IDC Latin America; and* ***Tony Picardi****, VP, IDC.*

IDC's U.S. analysts took their show on the road last May and partnered with IDC Latin American country managers to bring Directions '96 to 200 attendees in Argentina, Chile and Brazil.

Sessions customized for individual markets were held in Buenos Aires, Santiago and São Paulo.

IDC Argentina Director **Raul Bauer**, IDC Brazil Research Director **JP Martinez** and Acting Country Manager/Brazil **Eric Prothero**, and IDC Chile Country Manager **Ricardo Stevenson** and President **Osvaldo Schaerer** presented to high-level executives in their respective countries. The briefings received high marks — significantly higher than in '95.

The Directions '96 briefings are forums for IDC analysts to present worldwide, regional, and local technology forecasts and analysis to the IT industry.

This event has attracted over 3,300 attendees in 19 countries so far this year. The remaining 1996 Latin American briefing sessions are scheduled for Oct. 29 in Bogota, Oct. 31 in Mexico City and Nov. 1 in Caracas.

For more information contact ***Stephanie Kreitner*** *at tel: 415-962-6426; fax: 415-691-0525; e-mail: skreitner @idcresearch.com.*

E-MAIL ADDRESSES

Delta Graph, IDG's Greek licensee can now be reached via e-mail at: jdelis@acropolis.gr.

* * *

PC World publishing licensee Information Services Network Ltd., based in Dhaka, Bangladesh, can be reached at: pcworld.bangla.net or ahoque@bangla.net.

SHORT TAKES

@Computerworld and PC World Online each received a four-star rating — the highest rating possible — from the Magellan Internet Guide (http://www.mckinley.com). The prestigious Web review service evaluates sites based on depth, ease of exploration and 'net appeal. IDG sites that earned a three-star rating included Macworld Online, CIO, Network World Fusion, SunWorld Online and JavaWorld.

* * *

IDG Turkey has begun publishing *Network World* as a supplement to *Computerworld Türkiye*. *Network World* will be published periodically as a supplement until early 1997 when it will be published monthly as a stand alone.

* * *

Microcosmos, IDG's licensee in Uruguay, is no longer publishing *PC World* as a bi-weekly supplement to *El Observador* newspaper. Microcosmos is now publishing *InfoWorld Uruguay* as a weekly supplement in the daily paper.

* * *

Network World and IDC are collaborating on a "media coffee" series in the Los Angeles area and in Seattle Aug. 27-28. *NW* Editor-in-Chief John Gallant and IDC Director of Networking Architecture and Management Rick Villars will be discussing intranets with marketing and public relations staff from vendors and agencies. The series will continue in the fall in Phoenix, Denver and Austin, Tex.

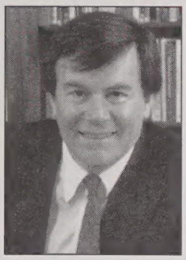
* * *

Of the top 10 publishing companies in Germany, IDG Magazines emerged as the winner in ad volume growth for the first half of 1996. IDG's ad volume for *Macwelt* and *PC Welt* combined was up 24% over the same period last year. The second place company, Verlagsgruppe Milchstrasse, had a growth rate of 21%; only four other companies recorded positive growth rates.

* * *

***Computerworld Schweiz* is planning a special issue on Sept. 9 with a bonus circulation of 30,000. The issue will contain detailed profiles of the top 300 IT businesses in Switzerland and will serve as a reference guide for IT managers.**

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q In your last column you mentioned a "membership" style approach to providing services to IDG's readers through both print and online methods. This is the first time I have heard this concept. Could you tell me more about your thinking on this?

A Yes. Human beings have a fundamental need "to belong." We like to be part of a community of people who share our interests. The longest-lived organizations in the world are those that supply information services not to buyers or customers, but to "members." Professional associations go back several hundred years, trade guilds go back 500 to 600 years, and philosophic or religious organizations go back 2,000 to 3,000 years.

Members want the ability to interact with other members, exchanging ideas and experiences. Before the Internet, a print publication could only fulfill this need by organizing conferences and seminars to get its readers together to share in a community experience. With the Internet, one can set up computer conferences, forums, bulletin boards, and chat rooms. IDG's computer publications are ideally positioned to benefit from this opportunity because they have highly-targeted readers with substantial intellectual and emotional interest in the subjects covered by the IDG publications they read.

Therefore, moving from a publication buyer to a membership model greatly expands our business opportunity. Most IDG publications have at least four times more readers than publication buyers. So, if a publication has a paid circulation of 100,000, its readership is between 400,000 to 500,000. Each of these readers needs to become a member to participate in the electronic community created by the publications because each reader has to have a separate e-mail address in order to send and receive messages to and from other members.

Also, many of our publications' subscribers are asked to pay an annual subscription fee, typically running between $25 and $50. In contrast, the membership model is built on monthly dues which are billed through a credit card or a telephone bill. The dues can be $4.95 to $9.95 per month. Therefore, the annual revenue is $60 to $120 or twice the current revenue per paid subscriber. And, because the membership service is "evergreen," the membership never automatically expires. Since the member only pays month-by-month, there is no great saving to be made by deciding to cancel in any one month versus another. Therefore, the year-by-year retention rates of members on online discussion services has been much higher than typical publication renewal rates.

The membership should offer a complete service, namely a copy of the print publication plus the rights to all the information, discussions, and transactions that are available on the publication's Web site.

Through the membership model, IDG may well be able to increase its revenue from the users of its information to four to eight times its current level. Stable, continuing revenues such as membership fees are considered to have a higher corporate value than the equivalent revenue from advertising, which is based on short-term contracts. So, obtaining a greater percentage of our revenue in such membership programs will enhance IDG's corporate value.

Macworld Expo seems to be a very successful show for IDG. Has the company ever considered launching a PC World-type expo series?

Yes. In fact, we launched PC World Expos in the U.S. in 1983 and 1984 run by the very same team that now runs the Macworld Expos. At that stage of the market, most of the PCs going into businesses were not bought by the user of the PC but were bought through the corporate MIS departments. Therefore, we found a lot of the attendees did not have the buying authority or influence to buy the exhibitors' products. During 1984, we noticed that most of the newly introduced Macintoshes were being bought by the same people who were using them. So, we decided to switch from the PC World-type expo to the Macworld Expo. Certainly, the Macworld Expo's outstanding success has proven the wisdom of this decision. PC-type expos for users have never developed successfully. PC expos for volume buyers in the corporation or in the distribution channel have done better.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

New Licensee Schedules *Macworld Israel* for August Distribution

Israeli Mac users will soon have another IDG title at their disposal when *Macworld Israel* hits the newsstands in August. Under terms of a license signed this month, Olamot-Media Industries (OMI) will begin incorporating *Macworld* content into its existing Mac bimonthly, *Ha'Olam Macintosh,* next month.

At the same time, the company will change the six-year-old publication's title to *Macworld Israel* and redesign it using *Macworld U.S.* as a model.

Beginning in January 1998, OMI plans to publish *Macworld Israel* at least 11 months per year. The company also publishes a desktop publishing bimonthly.

OMI is IDG's second licensee in the Israeli market. People & Computers has been publishing a *Computerworld* title since 1981.

According to OMI, Israel has an installed base of 40,000 Macs with growth of about 500 units per month.

While Apple Computer's current operating problems have are adversely affecting many Mac publications worldwide, OMI nevertheless predicts continued growth for the Israeli Mac market, especially because desktop publishing software vendors have not yet released Hebrew language products for PCs.

OMI'S EXISTING MAC *publication, Ha'Olam Macintosh, will be modeled and renamed after Macworld U.S.*

IDG INTERNATIONAL PHOTO CALENDAR CONTEST

HOW TO ENTER:

1) Submit up to two color or black and white prints or 35mm slides as developed (without retouching).

2) Label photos with:

- **your name;**
- **business unit name and address;**
- **telephone and fax numbers;**
- **photo title.**

3) Send photos to *IDG World Update* no later than September 15 at: 31 Milk Street, Suite 210, Boston, MA 02109

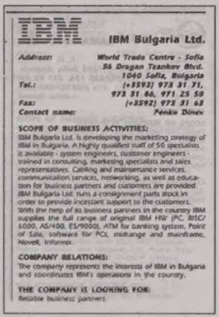
All U.S. and non-U.S. IDG employees are eligible. Winners will be choosen by a panel of IDG art and design staff.

CASH PRIZES WILL BE AWARDED

Bulgarian Catalog Links Advertisers with Partners

IDG's publishing partner in Bulgaria has found a profitable way to promote the country's IT market and provide a link between Bulgarian companies and foreign business partners. Since 1993, IDG Technika Communications has published an English-language IT catalog of the vendors, distributors, resellers, software developers and other IT-related companies in Bulgaria.

In the first section, IDG editors write a profile of the local IT market, drawing heavily on data from IDC. The most recent catalog featured articles on prospects for the personal computer market, how large international companies are represented in Bulgaria, and progress with telecommunications reform. Traditional display ad space is available in this section.



IBM Bulgaria Ltd.

Address: World Trade Centre - Sofia
56 Dragan Tzankov Blvd.
1040 Sofia, Bulgaria
Tel.: (+3592) 973 31 71,
973 31 86, 971 25 50
Fax: (+3592) 973 31 68
Contact name: Penko Dinev

SCOPE OF BUSINESS ACTIVITIES:
IBM Bulgaria Ltd. is developing the marketing strategy of IBM in Bulgaria. A highly qualified staff of 50 specialists is available - system engineers, customer engineers - trained in consulting, marketing specialists and sales representatives. Cabling and maintenance services, communication services, networking, as well as education for business partners and customers are provided. IBM Bulgaria Ltd. runs a consignment parts stock in order to provide incessant support to the customers. With the help of its business partners in the country IBM supplies the full range of original IBM HW (PC, RISC/6000, AS/400, ES/9000), ATM for banking system, Point of Sale, software for PCs, midrange and mainframe, Novell, Informix.

COMPANY RELATIONS:
The company represents the interests of IBM in Bulgaria and coordinates IBM's operations in the country.

THE COMPANY IS LOOKING FOR:
Reliable business partners.

THIS IBM AD *includes contact information and product lists.*

The major portion of the catalog consists of quarter-page ads. Along with a logo, each company provides text in a set format that contains contact information, scope of business, vendor relationships, proprietary products and what the company is looking for in a business partner (such as distributors for their products in a certain geographic area). The 72-page spring 1996 version covered more than 200 companies. Ad space is also sold on the back and inside covers. The catalog has been profitable from the beginning, with a profit margin of over 30%.

The catalog is distributed for free at IDG Technika's booth at CeBIT and at Bulgaria's largest IT show. Since 1994 the catalog has appeared twice a year; the spring print run of 1,000 is repeated later in the year after the catalog has been updated. Representatives of companies interested in doing business in Bulgaria have found the catalog to be an important source of information and have asked if other IDG companies have similar catalogs. IDG Romania plans to publish a local catalog this year.

IDG
Since 1991 IT Publisher
№ 1 in Bulgaria
Computerworld/BG
Networkworld/BG
PC&Mac World/BG
PC&MAC WORLD/BG

IDG CHAIRMAN PAT McGOVERN *visited IDG Technika's booth at CeBIT this year, where Sales Manager* ***Mila Pancheva*** *(center) and Computerworld Bulgaria Deputy Editor-in-Chief* ***Nedialka Yolovska*** *showed him some of the company's publications, including the IT catalog.*

The catalog is also available on the Internet at http://www.eunet.bg/idg/index.html. For more information about the catalog, contact Sales Manager ***Mila Pancheva*** *at fax: 3592-963-2841 or via the Internet at: idg@mbox.digsys.bg.*

Job Opportunities IDG

Monday, July 22, 1996

Manager, Program Development (CIO)
The Program Development Manager for CIO Executive Programs will be responsible for the research and development of themes, agenda, and content for all Executive Programs. Duties will also include negotiating presenter contracts, working with Executive Program Managers to develop marketing materials and event planning, and attending industry events to screen potential presenters and identify areas of interest for attendees. Ideal candidate will possess strong research and writing skills, the ability to negotiate and work collaboratively with the: editorial department, executive program managers, vendors, and external groups. Must have 3-5 years related experience. Location: Framingham, MA
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Program Marketing Coordinator (CIO)
The individual in this position will support the Manager of Program Marketing Communications and the Director of Program Planning in the creation of sponsorship and marketing materials. Duties will include working with external designers, and staff to coordinate materials for pre-conference brochures, meeting strict print deadlines, data entry and database management, mainten of Executive Program's on-line content, and extensive interaction and support of corporate sponsors via telephone, email, and fax. Ideal candidates will possess 1-2 years experience in the conference or trade show business, a BA in a related field, good basic writing skills, and excellent communication skills. Computer skills should include Filemaker-Pro, Microsoft Word, cc:Mail, and exposure to Quark Express, Pagemaker, and the World Wide Web. Must also be team-oriented, sensitive to deadlines, enthusiastic, detail oriented, highly organized, capable of multi-tasking, and able to work independently. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Reporter (FCW)
Federal Computer Week, the award-winning newspaper covering the government information technology arena, is seeking a high-energy, news driven individual to cover a science technology policy beat. This critical beat includes the Internet and computer security. Some experience preferred. Send resume, two clips and salary requirement with any inquiries. Location: Falls Church, VA
Contact: J. Connelly, Fax: 703-876-5126, Phone: 703-876-5115, Email: connelly@fcw.com

Receptionist (IDG/B)
The individual in this position will answer and transfer calls; handle correspondence; greet customers, vendors, etc. The individual will also assist in Human Resources functions such as: entering, copying, and filing resumes; preparing orientation packets; collect time sheets. Should have a minimum of 1 year experience with a multi-line phone system. Must have the ability to handle confidential information. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Account Representative (IDG/B)
Highly challenging, fast paced job will provide the Team Manager with support through sales analysis, mix recommendations, assisting on account calls, and indirect calling responsibility. The successful candidate will have excellent phone communication, organizational skills and be professional on a sales call. Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Direct Account Executive (IDG/B)
The individual in this position will be responsible for maintaining and increasing the sales and market position within a specific geographic and market area. Must have demonstrated skills in conducting contemporary multi-step process. Must possess excellent written and verbal communication skills with the ability to multi-task. Will be required to travel to accounts when necessary.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Corporate Finance Specialist, PT (IDG/CSC)
The individual in this position will be responsible for the analysis of acquisition, joint venture and divestiture activity for IDG. This will involve analysis of balance sheet structure, contract development, strategic competitive analysis and transactional support. Qualified candidates will possess a degree in Finance or Accounting, very strong communication skills, ability to work independently, 5-7 years of relevant work experience, and the ability to prioritize in a very dynamic environment. Advanced Finance degree, experience with a multinational organization, and experience with mergers and acquisitions is preferred. Location: Boston, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Ad Coordinator (IFW)
The individual in this position will work closely with clients, agencies, and sales offices in the booking of ROP and Demo advertising, tracking and shipping of ad materials, maintenance of records, and reports; liaison with edit, production, and sales regarding the positioning and creation of weekly layout. Strong organizational skills, ability to handle multiple tasks under the pressures of a weekly deadline, a customer service attitude, and excellent phone manner required. Must have 1-3 years experience in ad coordination, advertising, print and production. Location: San Mateo, CA
Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Analyst, Enterprise Solutions Team (IFW)
InfoWorld seeks a candidate with UNIX skills (integration, WAN's, Internet), networking/telephony skills, and high level programming experience. This position will both develop testing methodologies and conduct tests on cutting edge software and hardware. He or she will work with a team to produce comparisons on a six week cycle and must therefore be able to meet deadlines, have good verbal and written communications skills, and be a team player. Location: San Mateo, CA
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Help Desk Manager (IFW)
InfoWorld's Help Desk Manager is responsible for managing the IS Department's response to all systems-related customer service requests required to support the business. The Help Desk staff has responsibility for developing, implementing and supporting client side hardware and software standards for the business. It also provides procurement, purchasing, and integration services to the whole business for desktop systems. The job requirements are 3-5 years experience managing a technical support function in a medium sized firm, 5-10 years general business experience, 5 of which should have been in a technical support role. A bachelors degree or equivalent experience and the ability to communicate well, in writing and verbally, with all levels of management.
Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Technical Analyst (ISG)
Position will provide daily administration of ISG's Netware and Microsoft NT file servers and data/telecomm services. Will also support end-users with the resolution of Macintosh and Windows hardware, software, and printing problems. Must have one year LAN management, Microsoft NT preferred, and three years experience with end-user support. Experience with: Windows95, Macintosh hardware and software installation and support, Internet and Web experience (including HTML formatting and the use of Telnet, NFS and FTP clients. Location: San Mateo, CA
Contact: C. Neumann, Fax: 415-286-6799, Phone: 415-312-0501, Email: human_resources@factory.net

Senior District Sales Manager (NW)
Network World is looking for a senior sales professional for their Northern CA region. The position reports to the Western Regional Sales Manager. Prospecting, selling, and account management with some travel required. Prior proven ad sales experience is a must, with experience in the high tech industry a definite plus. Location: Santa Clara, CA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Visit the IDG Home Page at www.idg.com for a complete list of job openings across IDG!
Look for the next complete list of IDG job openings on Monday, July 29, 1996!!

IDG Institute Caters to Senior Execs Worldwide

New training program focuses on management and leadership skills

The IDG Institute (IDGI) was introduced this year to expand IDG's training offerings to fulfill the needs of IDG senior executives worldwide.

The objective of the program is to develop general management and leadership skills required to lead a business unit, or a significant new venture or a product line within a business unit. The IDGI represents IDG's commitment to the ongoing development of senior talent. The program will be held annually.

The first IDG Institute, held June 5-7 at Babson College Center for Executive Education in Wellesley, Mass., revolved around three tenets of entrepreneurial leadership: people management, business and financial mangement, and new venture management, with a full day dedicated to each topic.

Future agendas will be determined by feedback from this year's participants and the needs of subsequent attendees.

In addition to a wide array of IDG presenters, the IDG Institute uses outside experts specializing in new ventures, organizational development and management consulting.

Steve Coit, general partner at Charles River Ventures and a member of IDG's Board of Directors, discussed lessons learned from venture capital.

*For more information contact **Martha Stephens** at tel: 508-935-4568; fax: 508-935-4600; via the Internet at: martha_stephens@ idg.com*

PARTICIPANTS IN THE FIRST IDG INSTITUTE INCLUDED (IN ALPHABETICAL ORDER): ***Bob Ainsworth**, senior VP/finance, InfoWorld; **Angelina Beitia**, VP and director of circulation, Macworld; **Stephen Daniels**, COO, Macworld; **Philippe de Marcillac**, senior VP/worldwide research, IDC; **Gene Gable**, president and publisher, Publish; **Thomas Gewecke**, publisher/online services, PC World; **Keith Henry**, managing director, IDC U.K.; **Milissa Koloski**, VP and group publisher, IDG Books; **Greg Mason**, publisher, The Web; **Michael McCarthy**, president, Web Publishing; **Lew McCreary**, editor-in-chief and publisher, WebMaster; **George Molaski**, president and CEO, IDC Government; **Alvaro Morenes**, financial director, IDG Spain; **Kathy Morris**, associate publisher/Home Entertainment Group, Connell Communications; **Steve Moylan**, VP and publisher, InfoWorld; **Patricia Poupaert**, managing director, IDG France; **Bill Reinstein**, senior VP/business development, Network World; **Randee Rubin**, executive VP and COO, FCW Government Technology Group; **Matt Smith**, senior VP/finance, Computerworld; **Gini Talmadge**, president and publisher, PC Games; **Evilee Thibeault**, senior VP and publisher, Network World; **Gigi Wang**, senior VP/Communications Industry Research, IDC.*

INSTITUTE PRESENTERS

Bob Ainsworth, InfoWorld; Steve Coit, Charles River Ventures; David Eaton, The David Eaton Group; John Kilcullen, IDG Books; Tom Mathews, IDG; Steve Pelosi, IDG; Matt Smith, Computerworld; Martha Stephens, IDG; Mark Sullivan, IDC; Paul Tiffany, Paul Tiffany & Associates; Joseph Weintraub, Organizational Dimensions.

WINDOWS WORLD TURKEY

continued from page 1

ager **Vedat Cakmak**.

The show's location at Istanbul Technical University, which is outside the city's center, drew a high-quality audience of influential IT buyers. The relatively remote location deterred visitors who were not among the target audience, Cakmak noted.

The Animation Area served as a venue for concerts by well-known Turkish rock groups, an art gallery and a live Wheel-of-Fortune game where attendees won IDG books and computer software and hardware. None of IDG Turkey's competitors have employed a similar venue.

Windows World '97 will be held next May. Dates have not yet been confirmed.

*For more information contact **Volkan Ersoy**, tel: 90-212-279-11-80; fax: 90-212-282-64-09.*

PUBLICATION BUILDS ON SHOW'S SUCCESS

On June 15, IDG Turkey launched *Windows World*, a quarterly, stand-alone magazine with 64 pages of editorial and 16 ad pages.

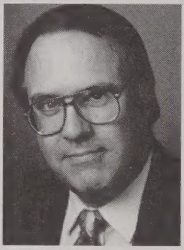
Named after the successful Windows World '96 exhibition, the publication includes tips and tricks for Windows applications as well as a regularly updated price list of PC products available in Turkey.

***Windows World* joins IDG Turkey's growing list of titles — *Macworld*, *PC World* and *Computerworld* (with a periodic *Network World* supplement).**

IDG Sweden, IDG Japan and IDG Taiwan also publish *Windows World* magazines.

NOTEWORTHY

PROMOTIONS


IRELAND

Steve Ireland, formerly editor-in-chief of *Computerworld Australia*, has been promoted to associate publisher. "Steve has had his name on the *Computerworld* editorial panel for more than 10 years, and it will be strange to see it absent," said **Don Kennedy**, managing director of IDG Australia. "However, as we drive *Computerworld* to even greater success, it is very comforting to know that Steve will be working for *CW* on an even broader scale."

NEW EMPLOYEES

IDG Australia welcomes a trio of new employees. **Mark Young** joins the company as a research officer. He will coordinate the research needs of the editorial, advertising, circulation and marketing functions for all of IDG Australia's titles. Previously Mark worked in local government as an Internet adminstrative officer. He majored in mathematical statistics at the University of New South Wales, and enjoys classical music, 20th century art, artificial intelligence and finance.

Iain Ferguson has made the jump to IT journalism from the transport/aviation sector. A journalism major from the University of Canberra, he is *Computerworld Australia*'s new Melbourne editor. In his spare time, Iain is a champion at Ultimate Frisbee and has represented Australia at this sport.

Helen Barnard boosts the strength of the *CW Australia* sales team. She's responsible for selling *Computerworld*'s new monthly magazine supplement *IT Casebook*. Prior to joining IDG, Helen worked as an operations manager and consultant in the online information industry. Helen has a B.A. in business and enjoys travelling, shopping, and vacations with friends in the scenic countryside around Sydney.

IDG Media in the U.K. has hired **Kit Gould** as publisher of the PC Advisor division. Kit was most recently event director at Blenheim Exhibitions and Conferences Ltd., where he worked on PC Live and other IT and consumer electronics shows. Previously, he spent 12 years at VNU, first in sales and later as publisher of two of the U.K.'s three largest weekly IT newspapers. Kit graduated from Liverpool University with a B.A. in economics.

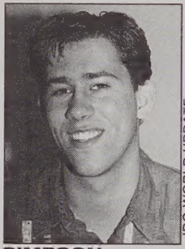
GOULD

Computerworld's Information Management Division has added several new employees to its roster. **Lauretta Billingsley** is a telephone interviewer. She has a B.A. in business administration and public relations from Simmons College and lists painting, gourmet cooking and travel among her interests.

BILLINGSLEY

IDG WORLD UPDATE

Quality Assurance Specialist **Scott Simpson** previously worked as a payroll assistant at Staples in Framingham, Mass. A graduate of the University of Massachusetts/Dartmouth with a marketing degree, Scott spends his free time working out and playing soccer and golf.


SIMPSON

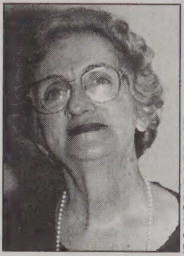
IDG WORLD UPDATE

Quality Assurance Specialist **Casie Craycraft** is a recent graduate of Regis College, where she earned a B.A. in English. Casie has had some of her poetry published, and when she's not spending time on creative writing projects she enjoys camping and reading.

CRAYCRAFT

IDG WORLD UPDATE

Teleresearch Associate **Florence Bragner**'s first project is verifying information on a survey the division is managing. She comes to IDG after working as a business account development representative at 3Com Corp. Florence has taken business courses at Boston University and enjoys creative writing, music and art.


BRAGNER

IDG WORLD UPDATE

IDG Books in Foster City, Calif., welcomes **Leta Fisher**, executive assistant to COO **Steve Berkowitz**. Leta previously held a similar title at *PC Computing*, where she worked for the vice president/publishing director. She enjoys music, dining out with friends and painting.

Brenda Kienan is the new online acquisitions manager for IDG Books' Online Press division. Before joining IDG she was associate publisher for the McKinley Group. A co-author of nine computer books and published writer of "short-short fiction," Brenda studied arts administration at Temple University's School of Communications and Theater.

KIENAN

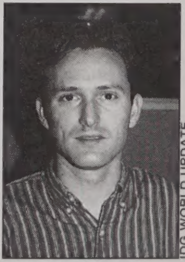
TRANSFERS

Most recently senior editor at *Network World*, which he joined in 1994, **Kevin Fogarty** is now at *Computerworld* as the assistant sections editor. He has a B.A. in English from John Carroll University.

FOGARTY

IDG WORLD UPDATE

Most recently a contributing editor at *Netscape World*, **Justin Hibbard** has moved to *Computerworld*'s Burlingame, Calif., office as a staff writer. Justin has a B.A. in English from the University of California/Berkeley and enjoys music, movies and keeping up with the Web.


HIBBARD

IDG WORLD UPDATE

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Sherry Driscoll - Computerworld

ELEVEN YEARS
Dan Sommer - InfoWorld

TEN YEARS
Ralph Finos - IDC

NINE YEARS
Rex Farrence - PC World
Madeleine Buckingham - PC World
Kevin Burden - Computerworld
Kathleen Demko - Computerworld
Vicki Brown - IDC

EIGHT YEARS
Tammy Torp - PC World
Doug McLeod - IDC

SEVEN YEARS
Claire Scanlan - IDC U.K.

SIX YEARS
Mihály Kenczler - IDG Turkey
Richard Willoughby - PC World
Wally Palmer - InfoWorld

FIVE YEARS
Phil Lemmons - PC World
Susan Silvuis - PC World
Cathy Kenny - PC World
Krassimir Bankv - IDG Bulgaria
Linda Sener - IDC Government
Ai Swanner - IDG Japan
Abhijeet Rane - IDC/LINK

FOUR YEARS
Lee Doyle - PC World
Michael Desmond - PC World
Nelly Vacheva - IDG Bulgaria
Naoko Kusama - IDG Japan
Lynda Fitzpatrick - IDC
Randy Perry - IDC
Ellen Julian - IDC

THREE YEARS
Quan Zhou - IDG Asia
Vicky Page - IDC
Steven LeCompte - IDC

TWO YEARS
Dave Casini - PC World
Jeff Bodenmann - IDG Marketing Svcs.
Francine Gay - Computerworld
Anna Noetzel - Macworld
Susan Hughes - IDG Books
Mikael Thorsen - IDG Books
Chantal Hillairet - IDG France
Eric Laville - IDG France
Susan Davis - IDC
Loren Loverde - IDC
Douglas Chandler - IDC

ONE YEAR
Daniella Zucker - PC World
Tom Friesch - PC World
Michael Bayle - PC World
Ulla McGee - PC World
Nancy Jacobs - PC World
Rhonda Gutierrez - PC World
Angela Freeman - PC World
Julena Nola - IDG New Zealand
Alper Zorlu - IDG Turkey
Jennifer Bresnahan - CIO
Christopher Koch - CIO
Jody Nagy - CIO
Lorraine Rivell - IDG
Andrew Lan - InfoWorld
Patricia Keller - Computerworld
Gina Snyder - IDG Books
Dominique DeFelice - IDG Books
Kelly Ewing - IDG Books
Jackie Pennywell - IDG Books
Christopher Ross - IDG Books
Catherine Spence - IMS/Europe
Julia Sieyro - IDG Spain
Saunthra Thambyrajah - IDG Singapore
Susan Hayes - IDC
Randal Gusto - IDC
Jill Dietz - IDC
Joan Young - IDC
David Floyer - IDC
Heidi Schafer - IDC
Barbara Nash - IDC

HOME PAGE

continued from page 1

sources around the world and make it easy for customers to understand all that IDG has to offer."

Among the new features of the site:

- A customized search engine to enable faster access to information about available IDG resources.
- An "IT News" section that includes both IDG News Service stories and direct links to IDG Web sites with daily news.
- A media planning section, with links to online marketing and media kit materials at IDG sites.
- An "IDG Profile" section that includes a corporate profile, company milestones, executive biographies, and an external version of *IDG World Update* with a search capability.

In addition, the site includes profiles of more than 275 IDG publications and 90 expositions. There are also direct links to more than 125 IDG Web sites worldwide.

It will soon contain a catalog of more than 2,000 IDC reports, which will be available for purchase online.

The enhanced IDG site was created as part of the IDG corporate communications effort under the direction of **Chris McAndrews**, vice president of marketing for IDG Marketing Services.

Pat Jones, multimedia manager for IDG Marketing Services/U.S. and **Huan Nghiem**, multimedia assistant for IDG's Corporate Support Center, took the lead in developing the site, assisted by **John Trinkl**, web developer for IDG's Interactive Services Group, who served as a contractor to IMS.

THE WEBMASTER WANTS TO KNOW...

IDG Marketing Services welcomes suggestions on how to improve the IDG home page.

If you find that links have not been established between the IDG site and the appropriate sections of your publication's or business unit's site, please notify the Marketing Services staff.

Any additions, corrections or suggestions should be sent to Pat Jones (tel: 415-676-3029; pat_jones@idg.com) or Huan Nghiem (tel: 415-676-3042; huan_nghiem@idg.com).

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Rick Popko will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* magnetic pens.

HONORABLE MENTIONS:

"Another victim of the Spiderman Virtual Reality home page."
- Dee Clark
IDC

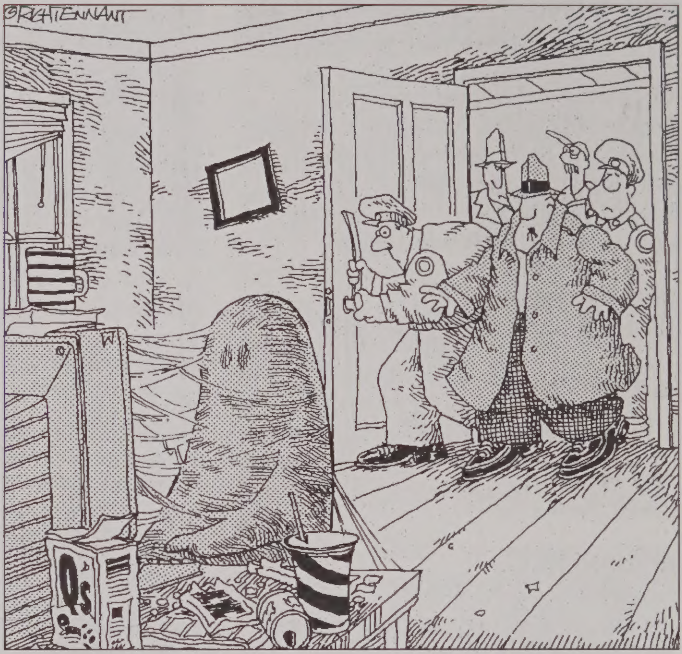
"It's worse than I thought — Smedley was waiting for Windows to boot up!"
- Michael Welch
IDG Books, Foster City, Calif.

"It's only Arthur, still trying to create his own Web site for mummies."
- Maridee Ennis
IDG Books, Indianapolis

"Alert the Addams Family's hairdresser. We are bringing in Cousin It for a destatic treatment again."
- Debbie Sharpe
IDG Books, Indianapolis

"Steady boys, it looks like the WebMaster's struck again."
- Rob Springer
IDG Books, Foster City, Calif.

"Now that's what I call being caught in the Web."
- Christine Power
IDC Australia



"I've seen this kind of thing before with people surfin' the 'net on a 2400 modem. He's still waiting for an image to download."
- Rick Popko
PC World/Multimedia World Edition

RICH TENNANT'S CAPTION

"Awww jeez - I was afraid of this. Some poor kid, bored with the usual chat lines, starts looking for bigger kicks, pretty soon they're surfin' the seedy back alleys of cyberspace, and before you know it they're into a file they can't 'undo'. I guess that's why they call it the Web. Somebody open a window!"

Rich can be reached via the Internet at: the5wave@tiac.net.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 31

July 29, 1996

NETWORK WORLD AND COMPUTERWORLD EARN FOLIO: EXCELLENCE AWARDS
PAGE 2

IDG BOOKS CELEBRATES SUCCESS OF GOLF FOR DUMMIES WITH TOURNAMENT
PAGE 2

ON LINE: IDG COO JIM CASELLA DISCUSSES PROS AND CONS OF GOING PUBLIC
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

CW's intr@net '96 Conference Draws Top CIOs

When 125 CIOs and senior IT executives gathered in San Jose, Calif., last month for the debut of Computerworld's intr@net '96 Conference, they set in motion a concept that CW had first explored almost a year ago.

COMPUTERWORLD'S intr@net '96 Conference

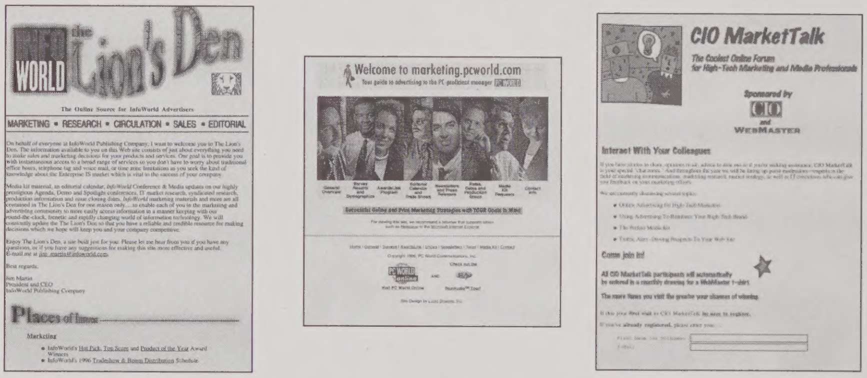
"Conferences dedicated to intranets have typically been geared towards technical IT staff and not senior-level executives," said **Steve Woit**, Computerworld executive vice president. "This event positioned CW solidly at the core of the market by attracting the most influential and knowledgeable minds on intranet technology."

In another effort to distinguish CW's intr@net '96 in the marketplace, organizers designed it as an invitation-only conference, creating a "clubby, intimate" atmosphere where Fortune 500 executives could discuss the future of the corporate intranet. "Industry CIOs typically don't have a peer group within their own companies," said **Jacqueline Murphy**, VP and general manager, CW Events Division. "We wanted attendees to feel comfortable sharing information, talking about case studies and networking."

•CONTINUED PAGE 6•

IDG Units Capitalize on Web to Enhance Customer Relationships

Sites allow publications to share marketing information, facilitate dialogue 24 hours a day, seven days a week


INFO WORLD the Lion's Den

The Online Source for InfoWorld Advertisers

MARKETING • RESEARCH • CIRCULATION • SALES • EDITORIAL

On behalf of everyone at InfoWorld Publishing Company, I want to welcome you to The Lion's Den. The information available to you on this Web site consists of just about everything you need to make sales and marketing decisions for your products and services. Our goal is to provide you with instantaneous access to a broad range of services so you don't have to worry about traditional office hours, telephone tag and voice mail, or time zone limitations as you seek the kind of knowledge about the Enterprise IS market which is vital to the success of your company.

Media kit material, an editorial calendar, *InfoWorld* Conference & Media updates on our highly prestigious Agenda, Demo and Spotlight conferences, IT market research, syndicated research, production information and issue closing dates, *InfoWorld* marketing materials and more are all contained in The Lion's Den for one reason only....to enable each of you in the marketing and advertising community to more easily access information in a manner keeping with our round-the-clock, frenetic and rapidly changing world of information technology. We will constantly update the The Lion's Den so that you have a reliable and credible resource for making decisions which we hope will keep you and your company competitive.

Enjoy The Lion's Den, a site built just for you. Please let me hear from you if you have any questions, or if you have any suggestions for making this site more effective and useful. E-mail me at jim_martin@infoworld.com.

Best regards,

Jim Martin
President and CEO
InfoWorld Publishing Company

Places of Interest

Marketing

- InfoWorld's Hot Pick, Top Score and Product of the Year Award Winners
- InfoWorld's 1996 Tradeshow & Bonus Distribution Schedule

Welcome to marketing.pcworld.com
Your guide to advertising to the PC proficient manager PC WORLD

General Overview
Survey Results and Demographics
Awards/Lab Program
Editorial Calendar and Trade Shows
Newsletters and Press Releases
Rates, Dates and Production Specs
Media Kit Requests
Contact Info
Successful Online and Print Marketing Strategies with YOUR Goals in Mind
PC WORLD online

CIO MarketTalk
The Coolest Online Forum for High-Tech Marketing and Media Professionals

Sponsored by CIO and WebMaster

Interact With Your Colleagues

Come join in!

All CIO MarketTalk participants will automatically be entered in a monthly drawing for a WebMaster t-shirt.

The more times you visit the greater your chances of winning.

If this your first visit to CIO MarketTalk be sure to register.

If you've already registered, please enter your...

CIO, WEBMASTER, PC WORLD AND INFOWORLD ARE AMONG THE IDG PUBLICATIONS *with Web sites designed to offer customers a new and improved level of service.*

A number of IDG business units are using the World Wide Web to extend and enhance customer service by providing 24-hour-a-day, seven-day-a-week access to a range of marketing resources advertisers need to make media buying decisions. Among those offering Web-based marketing sites tailored for their advertisers are *CIO*, *WebMaster*, *PC World* and *InfoWorld*.

CIO's full-service resource center

One of the first IDG companies to offer its advertisers a customized Web site was *CIO*, which launched its Marketing and Media Planning Resource Center (www.cio.com/marketing) in June 1995. The site features a variety of marketing tools including *CIO*-conducted research, tips for developing relationships with the editors at *CIO* and *WebMaster*, various surveys conducted by CIO, online media kits for both publications, information about the CIO Executive Programs, and a quarterly interactive newsletter for marketers called the *CIO Websheet*.

While advertisers will find everything they need to know about how to do business with CIO on the site, the company's goal is to go beyond CIO-specific information to provide a general marketing and media research center for its customers, noted **Marcy Dill**, CIO marketing

•CONTINUED PAGE 4•

IN BRIEF

Network World, *Computerworld* Earn *Folio:* Excellence Awards

IDG publications continue their award-winning ways with *Network World* and *Computerworld* the latest to make additions to their trophy cases. Both publications were named winners in *Folio:* magazine's Seventh Annual Editorial Excellence Awards. The competition, which drew a record number of entrants this year, is unique in that publications are judged not against each other, but against standards they define for themselves. Contestants are rated by a panel of industry experts on how clearly their mission statements are defined and how well the publications accomplish the goals set forth. Of the 384 entries, 58 were judged as having fulfilled the editorial standards they set for themselves.

Network World received the Editorial Excellence Award for the Information Technology category. In commenting on the fulfillment of its mission — "to provide news and analysis that help network managers build computing networks and deliver the distributed applications needed to meet evolving business demands" — the judges noted, "*Network World* takes a pretty dry subject and manages to create an engaging and informative package with genuinely valuable information."

Computerworld, which received the Editorial Excellence Award for the Computing category, defines its mission as being "a publication of record for information systems managers in medium-size and large corporations by providing timely, balanced and comprehensive coverage of events, trends and issues." Noted the judges: "[*Computerworld* is] the perfect combination: a clear mission statement, concise, well-written editorial and compelling visual impact from innovative graphics."

IDG Books Tees Off

IDG BOOKS HOSTED A GOLF TOURNAMENT AT THE RUFFLED *Feathers Golf Club outside Chicago to celebrate the success of Golf For Dummies. (Standing, l-r):* ***Kathy Welton****, VP and publisher, IDG Books Business and General Reference Group; Ron Rivera, former Chicago Bears linebacker; Gary McCord, author, Golf For Dummies;* ***Milissa Koloski****, executive VP and publisher, Dummies, Inc.(Kneeling, l-r):* ***Steve Berkowitz****, COO and publisher, IDG Books;* ***John Kilcullen****, president and CEO, IDG Books.*

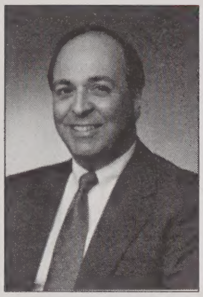
More than 75 top buyers, IDG Books sales staff and senior executives teed off at the IDG Books Golf Tourney, held last month outside Chicago as a prelude to the American Booksellers Association Convention. Among the players was Gary McCord, author of *Golf For Dummies*, a new title from the IDG Books Business and General Reference Group that has sold over 150,000 copies since its April release.

The golf event was followed by dinner and "celebrity video roast," for which various PGA pros and celebrities including Kevin Costner (who McCord coached for an upcoming movie) had been videotaped roasting McCord on his success.

PC World Presents 14th Annual World Class Awards

PC WORLD PRESENTED ITS 1996 WORLD CLASS AWARDS *during a special ceremony at last month's PC Expo in New York City. The awards, now in their 14th year, recognized close to 80 PC products judged "Best in Category" based on innovation, performance and value. Nearly 2,000 PC World subscribers, consultants, journalists, market researchers, computer professionals and user group presidents were asked to vote on the products nominated by PC World editors. Above, PC World Editor* ***Cathryn Baskin*** *(left) poses with Karen Taylor of America Online, which received a 1996 PCW World Class Award for Best Online Service.*

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Pat McGovern has recently acknowledged, in both the financial press and in an *IDG World Update* "Online" column, that management is at least considering taking the company public. Having come to IDG from a publicly held publishing company (Capital Cities/ABC), can you discuss the pros and cons for employees of a public company vs. a privately owned company? How do you think IDG's decentralized, entrepreneurial culture would survive public ownership?

A A public company has a responsibility to its shareholders, its employees, its customers and the communities/countries within which it does business. As a private company, IDG has the same responsibilities. IDG and Capital Cities/ABC, prior to its merger with Disney, have operated as decentralized businesses.

Tom Murphy, the former chairman and CEO of Capital Cities/ABC, was an expert at managing quarterly earnings to Wall Street's expectations. For more than 30 years he did not over promise and most often exceeded the analysts' expectations. He ran a very lean and efficient company, which is compatible with our operating style at IDG. Eventually he merged with Disney in a transaction that worked for all of his constituencies.

I believe that IDG could operate in a similar fashion if we decided to go public and that most of us would not find our everyday environment changed dramatically from the one we currently enjoy. As Pat pointed out in his recent column, this is an option, among many, that is available for us as we plan for IDG's future growth.

Can you explain the reason for the government-imposed ceiling on employee contributions to a 401(k) plan? What is the government ceiling, what is IDG's, and if there is a difference, why?

For 1996 the government limit on 401(k) contributions is $9,500. This limit is reviewed and adjusted by the government, if appropriate, on an annual basis. The IRS bases its decision on establishing a balance between individuals in different tax brackets. People who would be able to defer more than the limit tend to be highly paid individuals, and the IRS does not want to give greater tax advantages to the upper income bracket folks than they do to the lower income bracket folks. The need for savings by individuals for their retirement is clearly recognized by the government, which is why 401(k) plans have become so popular throughout the country.

The IDG limit for 401(k) contributions is 8% of annual compensation up to $9,500. IDG needs to balance its 401(k) plan and its ESOP plan to ensure that we pass government prescribed "discrimination tests" that ensure that employees in all tax brackets are being treated equitably. This can result in different percentages, but does not affect the annual limit, in this case $9,500.

The discrimination tests require that the highly compensated individuals are not getting greater tax advantages than lower paid individuals. The way to increase the limit for all IDG employees is for more non-highly compensated individuals to participate in the plan at greater percentages. With the new, enhanced 401(k) plan that is being offered this summer, IDG hopes to see greater participation in the plans. All employees are encouraged to attend the 401(k) presentations in July and August throughout the U.S.

In the July 1 issue of *IDG World Update*, I read that Axel Leblois, both former CEO of IDG Communications and chairman of IDC, had joined the IDG Board of Directors. When did he join this group?

Axel Leblois was elected to IDG's board on March 28, 1996. He brings a wealth of knowledge and experience to this new assignment, both at IDG and from his most recent experience at Bull. In addition to serving on the board, Axel and IDG are partners in World Times, which was featured in the article you refer to. From time to time, he also assists on various projects, as do many of the directors. Most recently, Axel has worked with me on the decentralization of IDG France. He also represents IDG on the ExecuTrain board.

I attended the recent European Publishing Institute in Munich. One of the issues that arose was the strong need for the company to organize functional meetings in Europe along the lines of those currently offered in the U.S. Do you see this happening and if so, when?

This is an issue that we reviewed approximately a year ago at a European Managers' Meeting. It was determined at that time that functional meetings would be better handled as part of the global product line meetings. Based on this feedback, for example, the Computerworld/InfoWorld Global Product Support Center, under Morten Hansen's leadership, arranged a meeting in Milan earlier this year that focused on circulation issues. I have had much positive feedback about the meeting in Milan and this approach in general.

Tom Mathews, who is responsible for international training, and I brought this up for discussion again at the most recent European Managers' Meeting in Copenhagen on June 15, and once again determined that the European managers supported the current approach. The CW/IW GPSC is already planning for their next circulation focused meeting in Spain for this fall.

In reviewing Colin Crawford's plans for FY97, I know that the Macworld GPSC is planning to take a similar approach. The GPSC plans to focus each of their three meetings on a separate functional area. The current plan is to focus on online, business/advertising and editorial.

MARKETING WEB SITES

continued from page 1

communications manager. “We want to entice marketing people to keep coming back to the site by becoming the best available information resource for high-tech marketers. If all we had was our media kit material up there, we’d lose an important chance to start a dialogue with our customers.”

The company encourages this two-way dialogue with customers by hosting a discussion forum called MarketTalk. The site, which requires users’ registration, is moderated by **Lisa Brown**, CIO VP/media development/agency relations.

Although the site is not intended as a direct revenue generator, Dill notes that it has a number of proven benefits and cost savings including:

- The opportunity to “chat” with customers and prospects while providing useful information and advice.
- Providing a forum for the company to be viewed as a consultative partner.
- A chance to demonstrate the power of the *CIO* and *WebMaster* audiences in the IT purchase process.
- A decrease in the number of editorial calendars and media kits mailed out to PR representatives.
- An ability to e-mail urgent messages in a timely and cost-efficient manner.

PCW site pays for itself

PC World’s Online Marketing Web site (http://marketing.pcworld.com) launched in March with the goal of providing comprehensive, round-the-clock information on how to advertise in both the print and online versions of *PCW*.

The idea of PC World Online Services Group Marketing Director **Scott Danish**, the site was created by a third-party developer and is already paying for itself in terms of new leads, according to Danish. While most of the information contained in the publication’s media kit is available online, Danish says a button on the site that lets users request a hard copy be sent to them is very popular. “We’re probably sending out 10-15 kits a week now,” he said, as compared to the three to seven kits that would go out on an average week prior to the site’s launch.

In addition, the site, which is updated on a weekly basis, contains survey and demographic information, editorial calendars and trade show schedules, current company press releases and *PCW*’s *User View* and *Marketing Edge* newsletters.

Into the Lion’s Den

Since June, *InfoWorld* advertisers and prospects have been visiting The Lion’s Den (www.infoworld.com/lionsden), availing themselves of a broad range of marketing resources including e-mail links to *InfoWorld* staff responsible for each of the various advertiser services.

The goal is to provide customers with instantaneous access to the information they need to make marketing and media-buying decisions, explained IW President and CEO **Jim Martin**. “The Lion’s Den lets customers break free of the constraints imposed by office hours, telephone tag and time zone differences.”

The site comprises five main sections: Marketing, Research, Circulation, Sales and Editorial.

“While the Lion’s Den has already proved to be a valuable resource for *IW*’s advertisers, it’s important to realize that the site is still in its infancy,” said **Betsy Burroughs**, IW VP/strategic marketing. “Right now the site contains more than 400 pages of material, but in the near future we’ll be taking advantage of the Web’s interactive capabilities by duplicating the success that *IW*’s Web site, InfoWorld Electric, has seen with its online forums.” As a testament to the popularity of The Lion’s Den, Burroughs noted that the company has already lined up some major industry marketers to host fourms.

For more information on these sites, contact Marcy Dill, CIO, tel: 508-935-4448; e-mail: mdill@cio.com; Scott Danish, PCW, tel: 415-978-3226, e-mail: scott_danish@pcw.com; or Deane Hoppe, tel: 415-312-0679, e-mail deanne_hoppe@infoworld.com.

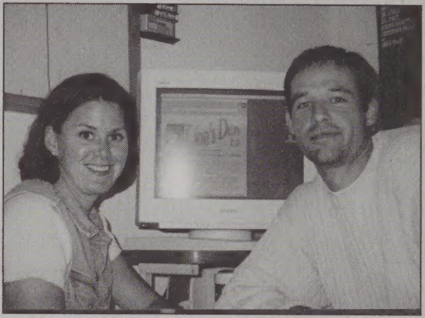
A DEN OF INGENUITY

One of the most notable aspects of InfoWorld’s new marketing site, The Lion’s Den, is how it came to be in the first place. “Every employee at InfoWorld is encouraged to seek new ways to improve and enhance our customer service,” explained IW President and CEO Jim Martin. Taking this opportunity to heart were Marketing Graphics Specialist Gary Palmer and Marketing Communications Manager Deanne Hoppe, who were the driving forces behind the development of the site.

“I’d had some general discussions with [VP/Strategic Marketing] Betsy Burroughs about a year ago,” explained Palmer, who has been with the company for four years. “We agreed it was an interesting idea, but it slipped to the back burner. This spring, I found myself with a little time and decided to pursue it on my own.”

Palmer approached Hoppe to seek her input on what the site might look like. Using HTML programming skills he taught himself, Palmer constructed a prototype, which he and Hoppe showed to Burroughs about a week later. Impressed, Burroughs brought the project to the attention of Martin, who asked Palmer and Hoppe to tweak it a bit and present it to the IDG Executive Committee at the following week’s board meeting.

“Gary and Deanne started the site on their own without the project being assigned to them,” noted Martin. “They spent countless hours of their own time designing and creating the site, and the results are truly impressive. They deserve special praise for their dedication and their outstanding results.”



DEANNE HOPPE AND GARY PALMER *took it upon themselves to develop The Lion’s Den — largely on their own time.*

Job Opportunities @IDG

Monday, July 29, 1996

Ad Traffic Coordinator (CIO)
The individual in this position will be responsible for ad traffic, including: agency contact, handling and inspecting film, processing ad transmittals, and insertion order handling, copy and distribution. In addition to internal trafficking, candidate is responsible for quality control at the final film stage. Ideal candidate will possess 1-2 years experience in a magazine or graphic arts environment, excellent phone skills, and strong computer skills. Candidate must also be detail oriented and deadline sensitive. College degree required. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Graphic Designer (CCI)
We are looking for a highly talented, production oriented designer to work on a number of national newsstand publications in our music division. Must be expert in quark X-press and proficient in Illustrator and Photoshop. Must possess a thorough knowledge of CMYK printing and experience with photo manipulation, retouching and color correction of high resolution images on the Mac. Previous experience with newsstand design helpful. Location: Peterborough, NH
Contact: J. Engel, Fax: 603-924-7013, Phone: 603-924-7271, Email: -NA-

MIS Associate (CCI)
Connell Communications is seeking a full-time MIS Associate. The successful candidate will be detail oriented, with excellent communication skills and able to work in a fast paced environment. Knowledge of database software (preferably FoxPro) and Lotus 1-2-3 is required; familiarity with accounting procedures desirable. Location: Peterborough, NH
Contact: J. Engel, Fax: 603-924-7013, Phone: 603-924-7271, Email: -NA-

Graphic Designer (CW)
Computerworld's editorial department is looking for a designer with at least 3 years professional experience in an editorial environment. Working with writers and editors, you will develop information graphics and effective page layouts. Candidates should possess strong verbal and visual communication skills as well as freehand, Illustrator, Photoshop, and Quark on the Macintosh. Skills in photography management and a familiarity with on-line resources a plus. Location: Framingham, MA
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Account Executive (CW)
Computerworld has created a new opportunity for an Account Executive within ROP advertising sales in Irvine, CA. The successful candidate will be responsible for qualifying leads, generating interest and closing business by establishing meaningful sales and service relationships with clients. Candidates should have the ability to manage the process of inside selling including participation in trade shows and conferences while performing in a highly interactive team environment. Qualified candidate must have PC and Internet experience and possess strong phone presence. Prior inside sales experience along with bachelors degree necessary. Experience in publishing a plus. Location: Irvine, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Account Executive (2) (CW)
The selected candidates will be responsible for successful prospecting, presentation, and sale of Computerworld's CareerAgent to corporate clients and IT Training/Education vendors in a given geographic territory, primarily by telephone selling. Candidates should have the ability to work with a highly interactive team process to achieve maximum results and the ability to manage the process of inside selling, including periodic participation in trade shows and conferences; face to face sales work in order to develop and broaden individual growth; and performance of the necessary administrative detail. A desire to understand the issues of career growth for IT professionals and the related employer staffing concerns is critical. Location: Framingham, MA
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Regional Manager (2) (CW)
The Regional Manager will be responsible for the successful prospecting, presentation, and sale of Computerworld's CareerAgent to corporate clients and IT Training/Education vendors in a given geographic territory. Candidates will have the ability to work with a highly interactive team process to achieve maximum results. The ability to manage the process of outside selling, including trade shows and conferences, face to face sales work, and the necessary administrative detail is necessary. A desire to understand the issues of career growth for IT professionals and the related employer staffing concerns is critical. Location: East & West Coast
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Finance/Business Manager (ICE)
This individual will be responsible for the complete budget/finance and sales admin. processes for all ICE events. Responsibilities will also include: overall office administration, handling accounts receivables/payables, management of MIS contractors as well as Intranet and Internet commerce server installations including websites. Requirements: BS in Accounting, 5+ years of finance experience in hi-tech and knowledge of MIS issues. Location: Framingham, MA
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Systems Specialist (IDG Global Comm.)
The individual in this position will manage IDG Global Communications network and telecommunications infrastructure. Responsibilities include: overseeing day-to-day network operations, developing policies and procedures to maximize system reliability and fault tolerance; working closely with the Operations/Support Manager to provide 7x24 support to our customers worldwide; and being the primary technical contact for our network and telecom vendors. The successful candidate will have 3-5 years of IS network admin./support experience, possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work will as a member of a team, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. Experience with Lotus Notes networks, Windows NT networks, web server management, and wide area networks, particularly those using T1/ISDN/X.25, is a must. Location: San Mateo, CA
Contact: J. DeBalko, Fax: , Phone: 415-312-0565, Email: jeff_debalko@idg.com

Copy Writer, CPG (IDG/B)
This individual will create and make copy changes for book covers, trade catalogs, packaging, and for all printed and on-line CPG promotions. Must have 2 years experience in copy writing for book covers (computer or trade), catalogs and other promotional pieces. Experience in writing press releases a plus. Familiarity with Word and QuarkXpress preferred.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Events Coordinator, Channel Marketing (IDG/B)
The Events Coordinator's role is to help facilitate the planning needs of the Events and Trade Show manager in addition to providing logistical support as needed. Requires BS/BA in marketing, communications, or advertising, with 2 years experience working in events or trade shows, preferably in the publishing industry. Must be proficient in MS Word and Excel and must be willing to travel to events and trade shows. Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

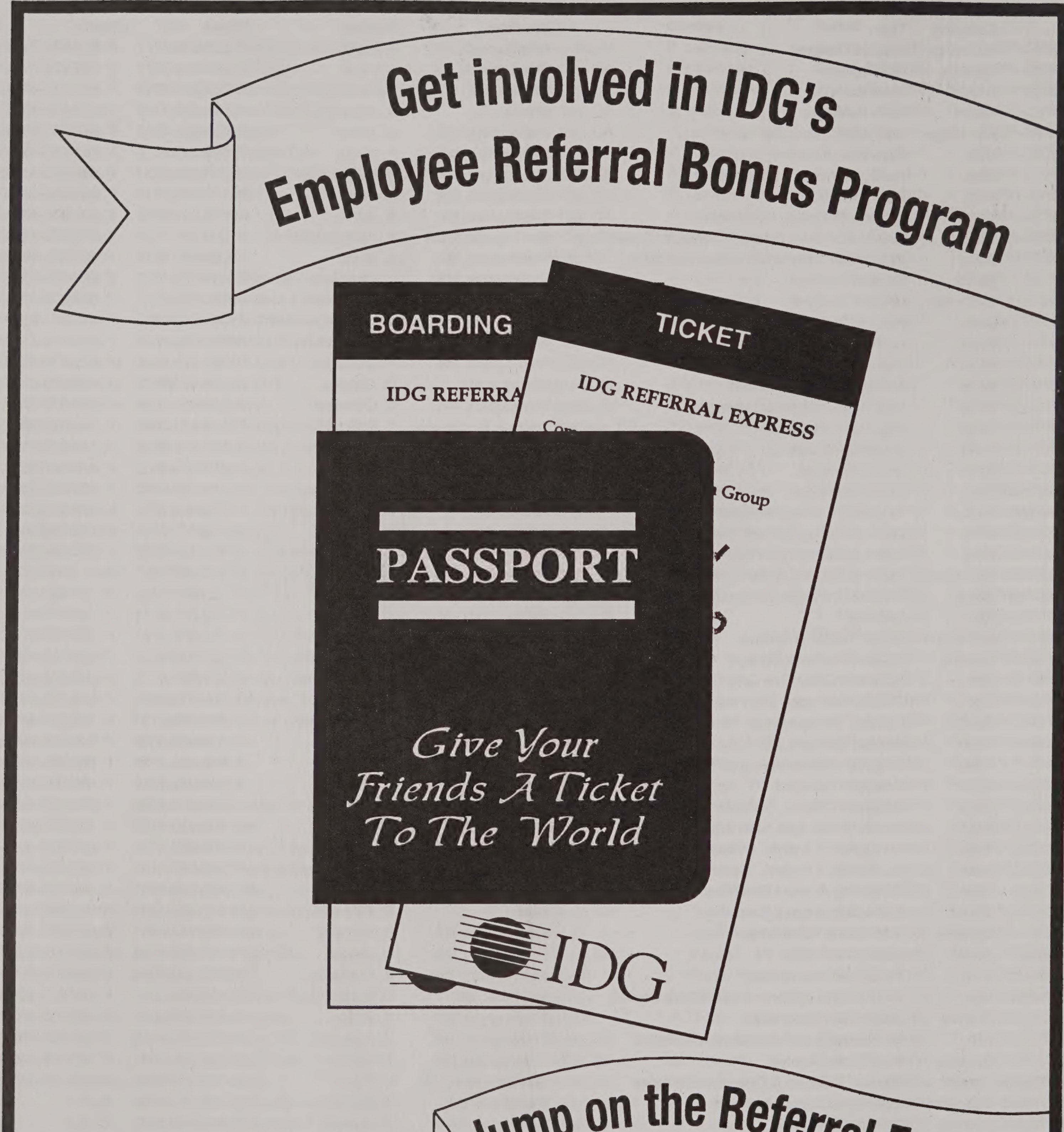
Catalogs Coordinator, Channel Marketing (IDG/B)
This position is in support of the Marketing Specialist and plays a key role in development of the various channel communication materials. Will coordinate the production of all domestic, international, educational as well as all end user catalogs. Requires a college degree with at least 3 years experience working in marketing or marketing communications, preferably in the publishing industry. Macintosh experience a plus, preferably with a background in design and graphics applications.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Channel Specialist, Channel Marketing (2) (IDG/B)
Focus will be to manage channel programs and deliverables including sales training, presentations, effective channel communications, and events management to increase the sales of IDG Books Worldwide products through IDG Books Worldwide's sales channels. Requires a college degree with 3-7 years experience in marketing and channel programs development. Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

InfoMarket Account Manager (IFW)
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years selling experience plus knowledge of the PC industry required. Location: San Mateo, CA
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Administrative Assistant (PCW)
The individual in this position will provide clerical support, customer service, general office and sales assistantship as needed. Must have professional phone manner, be highly organized, have great attention to detail, and be able to prioritize and juggle multiple tasks in a fast paced environment. Proficiency in Word for Windows, Excel, and ACT preferred. Minimum of 1 year clerical experience required. Prior publishing or advertising background experience a plus. Location: San Francisco, CA
Contact: C. Cox, Fax: 415-974-7316, Phone: 415-978-3277, Email: -NA-

BU	Category	Title	Location	Contact	Phone	Fax
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Edit	Executive Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-974-7316
CW	Edit	Senior On-Line Editor	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW	Exec	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Rsch	Research Manager	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Account Manager	San Francisco, CA	S. Shore	P: 415-267-4595	F: 415-974-7316
PCW	Sales	Account Representative	Negotiable	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
Publish	Edit	Reviews Editor	San Francisco, CA	J. Widman	P: 415-978-3294	F: 415-975-2613
Web	Edit	Technical Editor, Netscape World	San Francisco, CA	M. McCarthy	P: 415-267-1727	F: 415-267-1732
Web	Systems	Webmaster	San Francisco, CA	D. Burnette	P: 415-243-4188	F: 415-267-1732


Get involved in IDG's
Employee Referral Bonus Program
BOARDING
IDG REFERRA
TICKET
IDG REFERRAL EXPRESS
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG
Jump on the Referral Express
and win a trip anywhere!
(Value up to $2,000)
Ref ExPress

Volume 1, Number 2

July 29, 1996

IDG U.S. UPDATE

Incorporating IDG World Update's Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Mentoring Contributes to Job Satisfaction at IDC

Since its inception in January of 1995, The IDC Mentoring Program has evolved significantly to incorporate the needs of the growing number of prospective participants. Initially created as a pilot program for employees at 5 Speen St. in Framingham, Mass., who had completed at least one year of service with the company, the 1996 IDC Mentoring Program was opened up to all U.S. employees with no length-of-service restriction.

In that same time frame the number of mentor/mentee pairs jumped from 14 in 1995 to 22 in 1996. An annual survey, combined with ongoing feedback from participants has allowed the IDC HR team to measure the program's success. Participants have responded positively to the program with comments like: "I encourage my co-workers to join the program," and "I could count on my mentor to make time for me."

The three-pronged objective of the 1996 program is "to match employees with mentors who will provide guidance on organizational dynamics, professional and personal achievement, and one-on-one job-specific training."

IDC Human Resources covers the costs of the initial training seminar on the objectives and responsibilities of the program and also funds the quarterly group meetings for all participants. The pairs are strongly encouraged to meet a minimum of two hours per month over the course of the year. The mentors' and mentees' departments cover the cost of the one-on-one meetings. After that time, the pairs may choose to continue their relationship informally.

Some senior IDC staff members, interested in participating in the program as mentees, have been paired with IDG senior executives as mentors.

The enrollment deadline for the 1997 Mentoring Program is in December. Enrollment forms and brochures including guidelines for the mentor-mentee relationship are available through ***Dana Miller*** *at tel: 508-935-4133 or e-mail: dmiller@idcresearch.com.*

MENTORING IN ACTION: ELLEN JULIAN AND RICK MILLER

When Rick Miller — only seven months into his job as a copy editor in IDC's Publications Group — decided to participate in the company's mentoring program, he insisted on one thing. He wanted Ellen Julian to be his mentor.

Julian, senior analyst in IDC's IT Training and Education Program, knew Miller as a casual acquaintance in the Speen St. offices and agreed to be his mentor.

Their mentor-mentee relationship, they feel, is not a typical one. While many pairs are matched by the program's organizers and meet on a set schedule, Julian and Miller have carved out their own easy, laid back relationship.

Supplementing a monthly lunch meeting with regular e-mail, voice mail and discussion, mentee and mentor probe everyday challenges and professional and personal goals.

Miller considers Julian to be a set of valuable eyes through which to see the analyst community at IDC. She encouraged Miller to pursue his desire to write, and he is now penning an IDC bulletin on CD-ROM training.

"Most people at IDC are motivated and ambitious — we want to do our jobs well," Miller said. "Ellen has helped me channel my motivation into function."

Julian is open about the greatest challenge of her role: "A mentor's job is to be a really good listener," she said. "I try not to just give advice and solve Rick's problems."

And, she is quick to point out, the mentor-mentee relationship is a "two-way street." Julian has found the experience has helped her to assess her own goals.

Miller and Julian both believe that establishing personal, interdepartmental relationships is good for IDC as a whole. "The company is strengthened by the diverse parts working together," Julian said.

IDG WORLD UPDATE

A LEG UP. *IDC Copy Editor* ***Rick Miller*** *finds the time spent working with mentor* ***Ellen Julian*** *eases the stress of ascending the corporate ladder.*

Internships, Flextime Among Issues on HR Directors' Agenda

ASSEMBLING FOR A GROUP PHOTO OUTSIDE THE BODEGA BAY LODGE ARE (L-R): ***Tom Mathews*** *(IDG),* ***Shelly Ginenthal*** *(Macworld),* ***Kelie Quilligan*** *(MHA Event Management),* ***Debra Bernardi*** *(IDC),* ***Donna Vieraitis*** *(InfoWorld),* ***Christine Yam*** *(Infotainment World),* ***Mary Cornetta-Brown*** *(Network World),* ***Susan Rogers*** *(IDG),* ***Elaine Ouellette*** *(IDG),* ***Toni O'Connor*** *(Computerworld),* ***Ginny Tolan*** *(IDG Books),* ***Susan Brown*** *(IDG),* ***Susan Perry*** *(CW),* ***Michelle Koethe*** *(IDG),* ***Leigh Ann Maloney*** *(ExecuTrain),* ***Martha Stephens*** *(IDG). Not pictured:* ***Jayne Engel*** *(Connell Communications),* ***Beth Nichols*** *(IDG),* ***Mary Rebecchi*** *(IDG),* ***Patty Reilly-Lemire*** *(IDG) and* ***Richard Willoughby*** *(PCW).*

IDG's U.S. human resources directors held a meeting in April in Bodega Bay, Calif., to discuss a range of issues. Among the topics covered:

• **Update on 401(k) changes.** IDG employees will have a larger selection of funds to choose from, and all current participants in the 401(k) plan must re-enroll by Oct. 1, 1996.

• **Recruitment advertising.** One solution to the high cost of publishing a large display ad for one business unit is to run a group advertisement. The group discussed the East Coast model for collaborative advertising developed by IDG's **Susan Brown**.

• **Internships.** Infotainment World's **Christine Yam** is developing a year-long internship program with the journalism department at San Francisco State University. The aim is to give interns exposure to a variety of publishing experiences. A manager would serve as a mentor. *IDG West Coast business units interested in participating in this program can contact Chris at tel: 415-349-4300.*

• **Violence in the workplace.** A guest speaker discussed how domestic violence is following people into the workplace. IDG has planned training sessions for HR staff on both coasts to learn how to deal with threatening situations, what the legal requirements are about notifying employees about potentially dangerous situations, and other issues.

• **Alternative work schedules.** With an increasing number of requests for flextime, telecommuting and other scheduling variations, the HR directors agreed that keeping a flexible policy, rather than having specific guidelines, was the best way to address employees' needs. Instruction on how to develop skills to effectively manage employees who work remotely will be incorporated into IDG's management training courses.

• **Trainers' and consultants' database.** In response to IDG sales managers who indicated a need for more targeted training, a trainers' and consultants' database is now available on Lotus Notes. HR directors can recommend that appropriate trainers be added to the list, rate the ones they have used, and share information about the vast pool of HR, sales and other trainers that exists nationally. *For more information on the database contact* ***Mary Rebecchi*** *at tel: 508-935-4504.*

MACWORLD IS TOPS IN EMPLOYEE SURVEY RESPONSE

Macworld HR Director Shelly Ginenthal hoists the silver cup given annually to the business unit that had the best response rate on the IDG employee opinion survey. Macworld had a response rate of 98.1%, while Infotainment World was second with 97.6%.

IDC PEAK PERFORMERS

Two IDC U.S. employees were honored recently for their outstanding marketing efforts in FY96.

Beth Freedman, group marketing manager, received the "Most Successful Marketing Campaign" award in recognition of her extraordinary efforts on the Internet Research campaign. Beth completed the Internet project while still fulfilling her responsibilities to the Communications and Services groups.

MaryAnne Sinville, VP/marketing, received the "Most Valuable Player" award for her efforts in managing all of IDC's corporate marketing, public relations and product marketing around the world.

Both winners, who are based in IDC's Framingham office, were presented with plaques and gift certificates for dinner at their favorite restaurants.

IDG Bikers Hit the Road for California AIDS Ride

Why would three IDG employees spend a week of hard-earned vacation pedaling up to 90 miles a day in heat and cold with 2,300 other cyclists, riding from San Francisco to Los Angeles?

For starters, the California AIDS Ride raised more than $8 million for the San Francisco AIDS Foundation and the Gay and Lesbian Center of Los Angeles, which provides treatment and care for those affected by HIV and the AIDS virus.

Peter Holm, production services director, InfoWorld; Publish Webmaster **Owen Thomas** and **Scott Mace**, Reviews & Testing project leader, IW, raised more than $20,000 among them.

"I have been touched by the epidemic on a personal level; I have lost many friends to the disease, and I spent years in Boston volunteering with the AIDS Action Committee," Holm said. "But my real reason for doing this ride was to prove to myself that I could do it — that you can be overweight and approaching 50, and still get out there and participate."

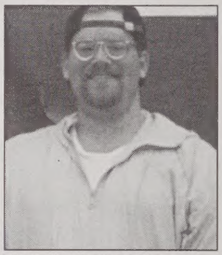
In addition to taking part as a rider, Thomas created and managed an electronic mailing list for riders and created a Web page chronicling his experiences (http://www.publish.com/~owen/>).

ON DAY THREE OF THE *California AIDS Ride, IW's* ***Scott Mace*** *climbs Jolon Road.*

"I wanted to take some concrete action to express the concern I felt about rising HIV infection rates among young gay and bisexual men," Thomas said.

IW'S PETER HOLM *enjoys the scenery.*

Mace, who has been biking since 1994, led 12 training rides — over 1,200 miles — before the race even began. "Bicycle riding is a special part of my life," Mace said. "But riding with such a strong sense of purpose is a transcendent experience."


OWEN THOMAS *created a Web page chronicling his journey.*

Macworld Lab Director **Lauren Black** was among the AIDS Ride crew that provided tremendous sag wagon support, pit stops every 15 miles, medical services, and an amazing tent city each night complete with hot showers. 🖳 *Special thanks to Scott Mace for contributing this story.*

Team ExecuTrain?

WHILE THEY MAY HAVE MISSED THE BOAT FOR THIS *year's Olympic Games, members of ExecuTrain's Corporate Sales and Marketing Department recently spent a day riding the rapids in a rafting excursion designed as a team-building exercise. The location was the Chattooga River in Georgia, not far from one of the official Olympic venues. Participants included (front row, l-r):* ***Jeff Trewyn, Nicole Ingle, Shannon Mercer, Pam Currie, Priscilla House*** *and* ***Colleen Bracken****. Back row, l-r:* ***Eric Anderson, Carla Brame, Susan Cheatham*** *and* ***Kerry Stanfield****. Not pictured:* ***Scott Smith, Susan Segars, Selina Hembree*** *and* ***Scott Wilson****.*

IDG WORLD UPDATE's

Local Loop

FOR SALE

- **91 Honda Accord Ex.** Mint condition, 26K miles, new tires, a/c, sunroof, automatic, cruise control. $13,000 or best offer.
  - Karen Weiss, Publish, 415-267-1712

- **Graco Duo stroller.** Navy blue, excellent condition. $50.
  - Cheryl Crivello, Network World, 508-875-6400, ext. 403

•CONTINUED ON BACK PAGE•

IDG WORLD UPDATE's Local Loop

• **16 ft. Sunbird 1990 Bowrider.** 70HP Johnson motor, power trim and tilt, oil injected, pull-out stereo, depth finder, skis, kneeboard, matching trailer. Looks and runs great! $5,700 or best offer.

- Maureen Page-Preble, International Publishing Services
603-329-7118 (after 5 p.m.)

• **Moving sale!** Double bed, sleeper sofa. In good condition and priced to sell.

- Stephanie Werskey, Computerworld, 508-628-4932

• **Berkshire timeshare.** The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. Week #27 (early July) and week #41 (mid-October). $8,000 for both weeks. Call for details on single week sale.

- Harriet Karas, IDG, 508-872-8200

FOR RENT

• **Cape Cod cottage, Brewster, Mass.** Two bedrooms, deck and large yard. Quarter mile walk to beach. Available in September. $450/week.

- Greg Wilska, IDC Government, 703-876-5171,
gwilska@idcg.com.

• **Rental share, Shrewsbury, Mass.** Lead tenant. Suite with private bath, garage, a/c, luxury pool, tennis courts. Off Rte. 9. Twenty minutes to Framingham, 40 minutes to Boston. $420/month.

- Robert Gray, IDC, 508-935-4201

• **Cape Cod cottage, Dennisport, Mass.** Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $535/week.

- Valerie Sanclemente, IDG Paper Supply Co.
(leave message at 508-877-4313)

• **Hilton Head, S.C., timeshare.** Two-bedroom, two-bath condo at the Palmetto Dunes Resort. Two-minute walk to beach and Atlantic Ocean. Tennis, golf, pool and biking on premises. Available 9/28 - 10/5. $575/week.

- Judy Sutter, PC World, 404-233-6593

BIRTHS

• **Paul Carlin** (IDG Corporate Travel) and his wife Helene welcomed their first son, Spencer Paul, on June 11. Spencer weighed 8lbs., 11oz. and was 21 inches long. Mom, Dad and Spencer are "doing great."

• **Mary** and **Bill Brandel** (*Computerworld*) are the proud parents of William (Liam) Henry Brandel, who arrived on June 24 weighing 9lbs., 6oz.

MARRIAGES

• **Shannan Gehring** (IDC) married John Chanda on Saturday, June 29 in Portola Valley, Calif.

Send your ads in by August 20 in order for them to appear in the August 26 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

Your name: ________________________

Business unit: __________ Tel: __________

Send to *IDG World Update*
at fax: 617-423-0712 or
via the Internet at:
world_update@idg.com

TRAVEL UPDATE

Security Heightened at Airports Across U.S.

Be advised that security has been heightened at all airports in the U.S. due to events like the recent TWA Flight 800 disaster.

All passengers should arrive at the airport a minimum of one-and-a-half hours prior to domestic departures and two hours prior to international departures.

Any IDG employees traveling on electronic tickets (e-tickets) should contact the Corporate Travel Department. To enhance security at this time airlines may require passengers to wait in long lines at ticket counters to receive printed boarding passes.

The Corporate Travel Department will provide IDG travelers with printed tickets to avoid this delay.

For more information contact IDG Corporate Travel Manager ***Lyndsey Pomella*** *at tel: 508-935-4093; fax: 508-935-4288; BusinessTalk: L.Pomella.*

DON'T LEAVE HOME WITHOUT IT

Travelers must carry photo identification when flying. The FAA's Antiterrorism Rule requires passengers to have a photo ID to board an airplane. Passengers can be denied boarding without ID.

IDG Meeting Planners Hold First Annual Function Meeting in Boston

THE GROUP SET OFF ON A DUCK TOUR OF HISTORIC BOSTON — COURTESY OF *American Express Travel Services — and wrapped up the evening at Durgin Park, one of Boston's renowned eateries. IDG event planners from across the U.S. attended the meeting including:* **Suzette Arruda**, *American Express Travel Services;* **William Bernardi**, *Network World;* **Joanne Boyd**, *American Express;* **Debra Brown**, *IDC;* **Paul Carlin**, *IDG Corporate Travel;* **Elizabeth Chisolm**, *IDC;* **Cheryl Crivello**, *Network World;* **Jane Davey**, *Network World;* **Lisa DeLuca**, *FCW Government Technology Group;* **Laurie Durlester**, *InfoWorld;* **Glenna Fasold**, *Network World;* **LynAnn King**, *Interactive Services Group;* **Stephanie Kreitner**, *IDC West;* **Libby Levinson**, *IDG;* **Lia Lorenzano**, *InfoWorld;* **Michael McCarthy**, *American Express;* **Jackie Murphy**, *Computerworld;* **Kara Murphy**, *InfoWorld;* **Kay Murray**, *FCW;* **Beth Nichols**, *IDG Human Resources;* **Anna Noetzel**, *Macworld;* **Lyndsey Pomella**, *IDG Corporate Travel;* **Maureen Page-Preble**, *International Publishing Services;* **Carol Silberman**, *IDG;* **Laura Simmons**, *Infotainment World;* **Suzanne St. Pierre**, *American Express;* **Joanne Wittren**, *Network World;* **Sandy Wong**, *PC World;* **Jennifer Rizzo**, *IDG Marketing Services;* **Jessica Abude**, *Computerworld;* **Judy Bonasoro**, *IDG;* **Denise Hui**, *Computerworld;* **Sara McGarry**, *CIO;* **Susan Montgomery**, *CIO;* **Nancy O'Connell**, *CIO;* **Mary Rebecchi**, *IDG Human Resources;* **Lynda Rosenthal**, *CIO;* **Debbie Waters**, *IDG.*

Meeting planners from IDG's U.S. business units convened last month in Boston for the first annual Meeting Planners Function Meeting.

Centered around "Meeting Management Solutions," the program included meeting planning tips, vendor presentations, food and audio-visual cost-saving tips. A panel of IDG meeting planners shared their expertise with attendees.

For more information contact Corporate Travel Coordinator ***Paul Carlin*** *at tel: 508-935-4498; fax: 508-935-4288; BusinessTalk: P.Carlin.*

United Contract is IDG's Best Bet

IDG Corporate Travel has signed a contract with United Airlines increasing the corporate discount from 12% to 14% on the lowest published fares for U.S. and non-U.S. flights.

An additional clause in the contract stipulates that if IDG meets its quarterly market share, an additional 1% will be paid to the company, which will be distributed at the end of the year.

IDG Corporate Travel will monitor the use of United flights to maximize savings for IDG travelers. IDG employees are encouraged to fly United and reserve through the Corporate Travel Department whenever possible (when not inconveniencing the traveler or extending total travel time).

United flights currently account for 48% of bookings through IDG Corporate Travel.

DID YOU KNOW...

- **As of July 16, United Airlines offers direct service between Chicago and Hong Kong. This 7,788-mile flight pattern is the longest in United's history. Flight will be available three times each week and will be served by 747-400s.**

- **As of Aug. 1, the San Francisco Hotel tax will increase from 12% to 14%.**

NOTEWORTHY

PROMOTIONS

Interactive Services Group in San Mateo, Calif., has announced two promotions. **Chris Tacy**, formerly director of development, has been named vice president of development. "This promotion represents our recognition of Chris' vision and creativity in building a whole new generation of Web technology for ISG," said ISG President **Tom Morgan**. "We are exceptionally excited by the technology strengths that Chris' team has been able to develop."

Erik Ingenito, formerly chief engineer in ISG's development group, has been promoted to director of development. "Erik's extensive backgrounds in theory and practice, and his impressive related experience have made him one of our key assets," said ISG Vice President of Development **Chris Tacy**. "We expect further and greater things from Erik with every day that goes by."

NEW EMPLOYEES

An intern with IDC's Printer Group since October 1995, Associate Research Analyst **Keith Waryas** has joined the company as a full-fledged employee. He recently graduated from Babson College with a B.S. in marketing and a double minor in law and philosophy. Keith enjoys biking, playing ice hockey and reading an eclectic mix of literature.

IDG WORLD UPDATE

WARYAS

IDG Books in Foster City, Calif., welcomes two new staff members. **Odessa Guevara**, an executive assistant in the finance/administration office, previously served as a senior bookkeeper at Merrill Lynch. She has an associate's degree from the City College of San Francisco and enjoys spending her spare time engrossed in a Stephen King book.

MARIA BIBBS

GUEVARA

After spending 10 years in the retail clothing business, **Shannon Looney** decided to shift her career path and joined IDG Books as an administrative assistant for Dummies Press. After hours, she enjoys hiking, camping and other outdoor activities.

MARIA BIBBS

LOONEY

TRANSFERS

Now the district sales manager for *Computerworld* and based in Waltham, Mass., **Isabelle Kane** worked previously as eastern advertising director for *Multimedia World*. A Harvard University graduate, Isabelle dabbles in multimedia in her free time and enjoys traveling and music.

KANE

E-MAIL ADDITION

Media Transasia, IDG's Indian licensee, has a new e-mail address to expedite mail delivery: pc.world@mtil.sprintrpg.ems.vsnl.net.in.

CW'S INTR@NET '96

continued from page 1

In that vein, the program offered numerous roundtable sessions, sit-down luncheons with specific topics discussed at each table, a technology demonstration area and the Computerworld Communications Center with four computers where attendees could access the @Computerworld Web site and surf the Internet.

The networking opportunities did not end with the conclusion of the three-day program. Each guest was assigned a user name and password enabling him/her access to the Executive Chat Room on @Computerworld — created specifically for CW's intr@net '96 attendees. In addition, Netscape sponsored and created CW's intr@net '96 Conference Online Yearbook which included photos and key information about participants and their companies.

Computerworld offered only five sponsorships, and in January Netscape Communications and the company's business partners — Booz•Allen & Hamilton, Compaq, Informix Software and Sun Microsystems — signed on. The sponsors were highly visible throughout the program, and keynote speeches like "Taking Intranets to the Next Level," by Netscape CEO Jim Barksdale received top marks from attendees.

Susan Unger
Chrysler Corporation
Information Services
COMPUTERWORLD's

SUSAN UNGER, EXECUTIVE IS DIRECTOR *for Chrysler Corporation, was among the conference's speakers. Unger presented "Placing Technology Bets," examining the different technologies available for creating intranets.*

"The teamwork, collaboration and communication between the various departments at CW is the key to the success in all the products we offer," Murphy said. CW's intr@net '96 was managed and produced by CW's Events Division in collaboration with the editorial, marketing, special projects and IS departments as well as CW's Lead Management Group, which oversaw telemarketing for the event. Price Lampert Associates handled event logistics.

In conjunction with the intr@net '96 Conference, *Computerworld* launched *Computerworld Intranets*, a monthly, eight-page supplement targeting senior IS and business managers. @Computerworld also includes a *Computerworld Intranets* section where readers can explore the issues covered in the print publication in greater depth.

For more information contact Jackie Murphy at tel: 508-620-7763; fax: 508-875-4394; e-mail: jacqueline_murphy @cw.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Shirley Day-Kohn - IDG Germany

EIGHTEEN YEARS
Eduardo Ostan - IDG Brazil

SEVENTEEN YEARS
Renate Kretz - IDG Germany

SIXTEEN YEARS
Ursula Pusch - IDG Germany

THIRTEEN YEARS
Georg Sing - IDG Germany
Catherine Olzchanech - IDG France

TEN YEARS
Susan Egan - InfoWorld
Christopher Cuoco - Computerworld

NINE YEARS
Molly Leung - IDG Hong Kong
Yoshimoto Matsuura - IDG Japan
Anita Trembley - Computerworld

EIGHT YEARS
Ellen Sanderson - IDG
Megan Santosus - CIO

SEVEN YEARS
Gry Aspaas - IDG Denmark
Elfriede Tenbieg - IDG Germany
Gabriele Lange - IDG Germany
Michael Klein - IDG Germany
Stephane Gautier - IDG France

SIX YEARS
Lisa Ladle - Macworld
Marie-Christine Serou - IDG France

FIVE YEARS
Peter Hvidtfeldt - IDG Denmark
Junichi Togashi - IDG Japan
Keith Henry - IDC U.K.

FOUR YEARS
Lisa DeLuca - FCW Govt. Tech. Group
Brian McMillen - IDG Books
Jutta Ruppert - IDG Germany

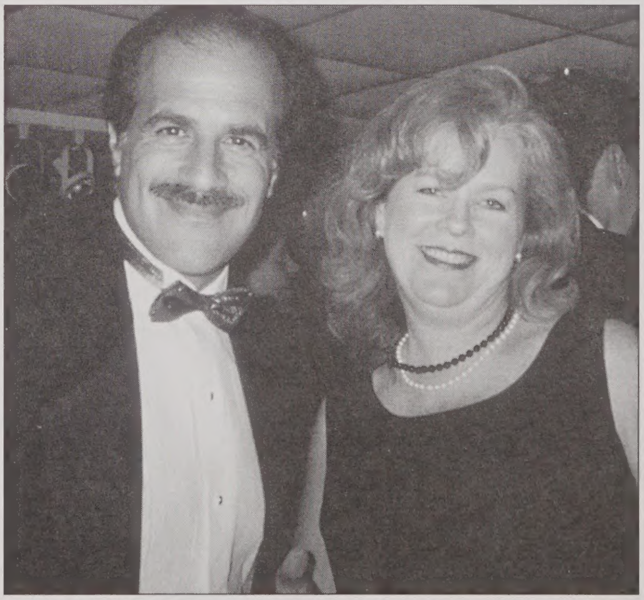
THREE YEARS
Cynthia Koral - Macworld
Emily Gin - IDG Hong Kong
Ricardo Pieroni - IDG Argentina

TWO YEARS
Renee Capri - IDG Marketing Services
Dale Stefani - IDG Books
Melisa Duffy - IDG Books
Bill Helling - IDG Books
Carey Perez - GamePro
Jesper Illum Lotz - IDG Denmark
Sanne Nielsen - IDG Denmark
Thomas Dassel - IDG Germany
Michael Schelhorn - IDG Germany
Jackeline Carvalho - IDG Brazil
Itamar Braga de Souza - IDG Brazil
Brigitte Pahus - IDG France

ONE YEAR
Finn Morsing - IDG Denmark
Jørn Jensen - IDG Denmark
Bjørn Bouet Smith - IDG Denmark
Arne Steinmark - IDG Denmark
Martin Jørgensen - IDG Denmark
Glenn Ulsing - IDG Denmark
Pia Jill Stenbæk - IDG Denmark
Thomas Mortensen - IDG Denmark
Christian Jahr - IDG Germany
Gudrun Reukauf - IDG Germany
Edward Tijdink - IMS/Europe
Maria Elisa Reis - IDG Brazil
Daniel Howorth - IDG Media

Happy 10th Anniversary Network World!

JACQUI DIBIANCA, NETWORK WORLD SENIOR DISTRICT *Manager for the Mid-Atlantic region and IDG Chairman* ***Pat McGovern*** *take to the dance floor aboard the Odyssey cruise ship, which served as a backdrop for NW's 10th anniversary bash.*



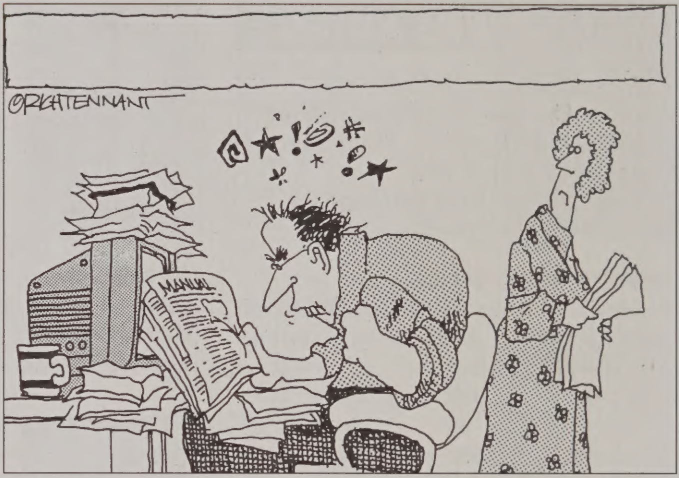
NETWORK WORLD PRESIDENT AND CEO COLIN UNGARO *and his wife Susan mark Network World's 10th anniversary with 200 NW staff members aboard the cruise ship Odyssey. 10-year NW veterans received plaques to honor their years of service.*

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 27.

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive *IDG World Update* key chains or magnetic pens.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or the Internet (world_update@idg.com).

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 32

August 5, 1996

IDG SIGNS LICENSE WITH MALTESE PUBLISHER FOR LOCAL PC WORLD
PAGE 2

ON LINE: ISTVÁN BÍRÓ, GENERAL MANAGER, IDG HUNGARY TAKES A TURN
PAGE 3

EDITOR-FOR-A-DAY PARTICIPANTS HELP SHAPE IDG WORLD UPDATE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ComNet Warsaw Posts Big Gains in Second Year

AGNIESZKA MIERZEJEWSKA, MARKETING MANAGER FOR IDG EXPO POLAND, *and IDG Poland President* ***Kasimierz Szot*** *flank two Polish government officials as they tour ComNet Warsaw. Andrej Ksiezny (second from left), deputy minister in the Ministry of Post and Telecommunications, and Aleksander Luczak, deputy prime minister and president of the Committee for Scientific Research, also participated in the event's opening ceremony.*

ComNet Warsaw '96 — also known as the 2nd International Exhibition and Conference for Communications and Networking Technologies — was held June 19-21 and earned widespread praise. Exhibitors said that compared to Komputer Expo, the biggest computer exhibition in Poland, "ComNet was a far more advantageous event," said **Agnieszka Mierzejewska**, marketing manager for IDG Expo Poland.

IDG Poland's expo department organized ComNet Warsaw, which debuted last year under the direction of IDG World Expo/Germany (now an independent company called K+S). Novell, Siemens, Sun Microsystems and Nokia Telecommunications were among the 80 exhibitors at this year's event, up from 50 in 1995. Attendance doubled to 10,000, with the presidents and chief information officers of Poland's big-

•CONTINUED PAGE 4•

190,861 Flock to Windows World/Tokyo

5th Anniversary
WINDOWS
WORLD EXPO
Tokyo

FIVE YEARS AFTER THE EXPO WAS *launched by IDG World Expo/Japan, Windows World Expo/Tokyo continues to break records. Among the sponsors present at the opening ceremony are (L-R):* ***Kozo Hiramatsu****, president, IDG Japan; Akira Matsukura, The Windows Consortium; Makoto Naruke, president, Microsoft;* ***Setsuro Tamai****, president and CEO, IDG World Expo/Japan.*

In its fifth annual incarnation, Windows World Expo/Tokyo smashed its previous attendance records by over 40,000. The four-day event, held in June, attracted 190,861 visitors and 328 exhibitors to the 167,776 square meter show floor.

Windows World Expo was produced by IDG World Expo/Japan. World Expo

•CONTINUED PAGE 7•

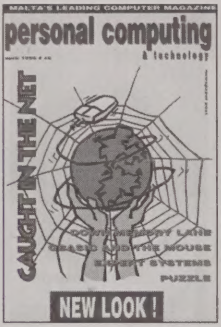
IN BRIEF

PC World Malta to Hit the Newsstand in September

IDG this month signed a license with a Maltese publisher that will bring *PC World Malta* to local newsstands in September.

Business Marketing Services Ltd. currently publishes the Mediterranean island's only stand-alone IT title, a quarterly called *Personal Computing & Technology*.

The company will incorporate content from *PC World*, change the publication's name to *PC World Malta* and adopt a bi-monthly frequency beginning in September.



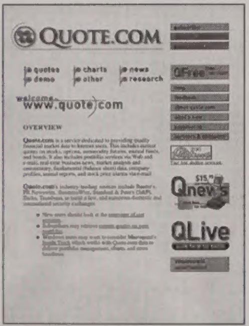
THIS QUARTERLY *will become PC World Malta next month.*

Reflecting the country's population (est. 360,000) and market size (est. $2.6 billion GNP), *PC World Malta* will start small and grow modestly, according to International Publishing Services VP/Licensing **Tim Clarke**.

The September issue will have *Personal Computing & Technology*'s current circulation of 500, with a goal of 1,000 by early 1997. Publishers expect the first edition of *PC World Malta* to have a 64-page folio.

NW Fusion Offers Online Stock Quotes, Financial Data

Network World Fusion has formed an alliance with Quote.com, a Santa Clara, Calif.-based provider of customized stock information on the Internet, that will allow Fusion users to create free, customized online stock portfolios (of publicly traded companies in the U.S. and Canada) including stock quotes, detailed data on options, commodity futures, mutual funds and bonds. In addition, the Quote.com service will provide NW Fusion users with real-time business news, market analysis, financial (balance sheet) data, company profiles, annual reports and stock price alerts via e-mail. The new service will be located in Network World Fusion's "Industry Watch" section, which tracks the earnings and daily closing stock prices for leading networking companies. The site is located at: (http://www.nwfusion.com).



SHORT TAKES

IDG's newest venture in China is scheduled for launch in December. IDG Asia will work in partnership with PennWell Publishing Co. and China's Ministry of Electronics Industry (MEI) to produce a 52-page Chinese-language supplement of *Solid State Technology*. The supplement will be published by the staff of *Electronics Today* magazine incorporating editorial from PennWell's U.S. *Solid State Technology* magazine. The Chinese supplement will appear quarterly in *Electronics Today*, which is itself a partnership between IDG Asia and the MEI. Ten thousand government leaders in the electronics industry, engineers and engineering managers in state-run semiconductor production facilities comprise the title's readership.

* * *

ExecuTrain Corp., the Atlanta-based computer training company in which IDG is the majority shareholder, last month announced what is thought to be the industry's first nationwide financial assistance program for students completing Microsoft, Lotus and Novell certification programs and individual course offerings. The program includes loans ranging from $1,000-$7,500 with repayment terms of 12-48 months at 15% APR.

* * *

Infotainment World, Inc., based in San Mateo, Calif., has refocused it three core activities into individual business units. President and CEO Patrick Ferrell heads up Infotainment World Events, producer of E3 and the IMA Expo. GamePro Media, publisher of *GamePro* magazine, is led by President and Publisher John Rousseau; and Gini Talmadge serves as president and publisher of PC Games Publishing, responsible for *PC Games* magazine.

* * *

IDG Books Programmers Press in Braintree, Mass., terminated operations on May 31. The group's programming titles will now be published by the IDG Books Computer Publishing Group in Foster City, Calif. "Because of a change in senior management in Braintree, we had an opportunity to solidify our editorial program under a single publishing director," said Brenda McLaughlin, VP and group publisher, Computer Publishing Group. For more information, contact Publishing Director Walter Bruce at tel: 415-655-3049 or e-mail: wbruce@idgbooks.com.

ON LINE

ISTVÁN BÍRÓ

The general manager of IDG Hungary is this week's guest columnist.

IDG HUNGARY AT-A-GLANCE

- **LOCATION: Budapest**
- **ESTABLISHED: 1986 as a joint venture, IDG's first in Eastern Europe. The company was restructured in 1991 and became a wholly-owned IDG subsidiary.**
- **STAFF: 58 full-time employees, plus about 60 freelancers and part-time employees.**
- **PRODUCTS: Print: *Computerworld Szamitastechnika* (weekly), *PC World Hungary* (monthly), *PC-X* , a computer games magazine for young people (monthly). CD-ROM publication: *ABCD Interactive Magazine* (quarterly). Online magazine: *Internetto*.**
- **ACCOMPLISHMENTS: *CW* and *PCW* are both market leaders. *PC World* has doubled or tripled its circulation every year since it launched in 1992 and now has a circulation of 18,000. Every issue is now published with a CD-ROM supplement.**
- **REVENUE: About US$3.6 million annually; approximately 10% profit.**
- **VALUE OF IT MARKET IN HUNGARY: US$696.4 million in 1995 (forecast).**
- **HUNGARIAN IT GROWTH RATE: Approximately 8.7% (compounding annually, 1995-99).**
- **INSTALLED PC BASE IN HUNGARY: Approximately 650,000, Macs have approximately a 4% share.**

Q What were you doing before you joined IDG?

A Before I joined the company in 1990, I worked in the U.S. as research/development advisor and media manager for MEDICOR U.S. in Columbus, Ohio. I spent most of the previous 21 years in medical electronics, primary researching and developing medical X-ray generators.

What kinds of non-print projects is IDG Hungary involved in?

Since 1994 we have produced *ABCD*, a quarterly interactive cultural and IT magazine entirely on CD-ROM. It contains information about multimedia, emerging technology, digital culture and computer music. It is the only CD magazine of its kind on the market. It is available at computer stores, book stores and retail points that sell other CD-ROMs or even audio CDs. As the business of video discs and digital video discs are rapidly growing in Hungary, additional retail outlets will also sell *ABCD*. For example, this March the Hungarian Post started to sell it on its newsstands as a regular magazine item. The magazine costs approximately US$10. The present circulation of *ABCD* is approximately 2,200 per issue.

We also publish *Internetto* (http://www.idg.hu/internetto), a daily magazine on the Internet predominantly about IT. It contains seven or eight important IT news items per day, plus coverage of general cultural events, sports and many other topics. It also has online interactive features: readers' comments, contributions, and a public forum. Customers can also request a weekly fax newsletter, which is simply a fax version of those important daily IT news I mentioned above. The newsletter is circulated on a free, controlled circulation basis. *Internetto* has been an excellent research area for us to test how online projects can be treated, published and turned profitable in the long run. (And, we can establish a big database of subscribers!)

In terms of revenue from our online business, we have a healthy growth rate from online advertising. Plus, we just started designing and producing Web sites on a contract basis and have three customers already.

We do not own a television program at this time, but **Sándor Mester**, editor-in-chief of *CW Hungary* and *PCW Hungary*, hosts a 10-minute bi-weekly segment called "Processor," which is part of a popular computer-related television show called "PC abc." He airs news updates drawn from IDG Hungary's editorial and occasionally conducts guest interviews; IDG Chairman **Pat McGovern** and Microsoft CEO Bill Gates are among those who have appeared on the show.

What element of IDG Hungary's publishing business is particularly challenging?

It is particularly challenging to be involved in the amazing growth of the online business in this country. It is a fast-moving locomotive. Our goal is to be on it — and control it — otherwise it will run us over.

Almost the same attractive challenge is the "infotainment" (the blend of information and entertainment) arena. It's an extremely competitive new market for us, with five other publications in the market besides our *PC-X*, which we launched in 1994. This is an unusually circulation-driven area because the legal market for games and educational products is just emerging and piracy is relatively high in this field. The companies in this field cannot afford to spend much on advertisements.

Infotainment magazines with low ad revenues and high circulation need special tricks and tactics to raise circulation and to keep ad levels and yield. Some of the techniques we've tried include participating in almost every school computer club, attending as many related exhibitions as possible, organizing special editorial groups for direct contact with the readers, including children and students as optional and regular freelancers and setting up summer camps for selected freelancers and readers.

Macwelt Consolidates Market Lead

Macwelt, the undisputed leader among German Macintosh titles, last month solidified its two-year-old claim to that position by reporting a 6.7% growth in total monthly sales during the second quarter.

MUSIKPROGRAMME FÜR PROFIS S.128
Macwelt
Aktueller Drucker-Ratgeber
• Test: Laserdrucker und Tintenstrahler
• Praxis: Optimale Ergebnisse erzielen
System 7.5.3 im Griff
Power Macs tunen
Mac und PC im Netz
Leistungsstarke Mail-Systeme

Circulation for the six-year-old monthly is now 54,837. Close to one in every three persons buying a Mac publication in Germany now chooses *Macwelt*, according to IDG Magazine Verlag Publisher **Stephan Scherzer**.

Scherzer also pointed out that *Macwelt* has grown its lead over No. 2 *MACup* to more than 10,000 issues per month including 28% more subscriptions. *Macwelt* faces competition from four other Mac titles in the local market.

Sweet Success for Swiss *PCTip*

IDG Switzerland has known all along that *PCtip* is a winner, but a survey this past May proves the consumer title's strength.

PCtip
Tages-Anzeiger
PC WORLD
Computer unterwegs
Notebook-PCs für jeden Zweck
Der Computer für die Westentasche
Schnelle Auskünfte per CD und Online
PCtip(s) für Daheimgebliebene

The two-year-old publication, which appears 10 times a year as a supplement in *Tages-Anzeiger*, Switzerland's leading daily newspaper, has a readership of 250,000 in the Greater Zurich area. Readership across Switzerland may be as high as 307,000.

According to the Link Institut (no relation to IDC's LINK division), almost half of the PC users in the Zurich area read *PCtip*. No other computer magazine comes close.

A bi-monthly *Windows Guide*, published by a Swiss competitor, has a circulation of only 10,000, and the circulation of German computer titles available locally also pales in comparison to that of *PCtip*.

Web Publishing Relaunches *NetscapeWorld*

First launched in March, *NetscapeWorld* (http:///www.netscapeworld.com) was relaunched last month with a new design and a focus on being the most practical, technical resource for Web professionals.

The Web-only publication initially was produced by IDG's IMI New Ventures, which terminated operations in May. *NetscapeWorld* then came under the umbrella of San Francisco-based Web Publishing, Inc., publisher of *SunWorld Online* and *JavaWorld* webzines.

According to Editor-in-Chief **Stephen Lawton**, *NetscapeWorld* is carving out its place in the market with "how-to, hands-on stories that help Web developers make their sites more efficient and effective."

Since the relaunch circulation has increased by 60% to 16,000, with approximately 200 new subscribers signing on each day, Lawton said.

The publication's redesign includes a new logo and site graphics, as well as an internal design simplification to allow viewing by all Web browsers.

COMNET WARSAW

continued from page 1

gest firms joining government representatives and high-level corporate buyers.

IDG Poland promoted the show through cooperative relationships with the country's leading media partners: the daily newspaper *Rzeczpospolita*, Polish Radio and the Television Information Agency. More than 150 newspaper, radio and TV journalists representing all major domestic information services reported on the show.

Special invitation coupons worked particularly well to boost attendance. The invitations appeared in all IDG Poland publications (*Computerworld Poland*, *NetWorld* and *PC World Komputer*), as well as in a publication for the scientific and technical community with which IDG Poland has a relationship. Visitors who brought the coupons to the show gained free admission; other attendees paid a fee.

Events accompanying the exhibition also generated considerable interest. The ComNet Conference consisted of small group tutorials the first day and conference sessions the last two days. Internet fans roamed the World Wide Web via 45 computers in the "Internet Café," the largest Internet exploration area ever at an Eastern European exhibition. Electronic music composer Marek Biliński dazzled the audience with a multimedia concert.

KASIMIERZ SZOT, *president, IDG Poland, snips the ribbon to officially open ComNet Warsaw.*

"This event's success was possible thanks to our expo team, which worked 24 hours a day for the past month, and to the support from all IDG Poland departments," said **Kasimierz Szot**, president of IDG Poland.

The expo team members are: **Edwin Bendyk**, director of ComNet Warsaw; **Anetta Górz**, exhibition manager; **Agnieszka Mierzejewska**, marketing manager; **Magdalena Prugar**, office manager; **Marek Michalski**, conference manager; and **Anita Szajnowska**, assistant.

ComNet '97 will be held June 18-20 at the Palace of Culture and Science in Warsaw.

For more information, contact Agnieszka Mierzejewska by e-mail at: falina@idg.com.pl or fax: 48-22-15-4495.

Job Opportunities IDG

Monday, August 5, 1996

Sales Coordinator (CW)

The successful candidate will be responsible for providing administrative services including collecting research, database management, word processing, filing, and facilitating mass mailings to clients. This highly organized individual will also maintain a research and sales collateral materials library. Must be a team player with good communication skills and be computer literate. College degree preferred. Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Administrative Assistant (ExecuTrain)

The individual in this position will work with the Desktop Applications and Custom Proprietary division heads by preparing and distributing memos, planning meetings, gathering information and preparing reports, scheduling appointments, and other administrative support. Qualifications include 2-3 years of experience as an assistant at an executive level, software knowledge of Windows95, Word, Excel, PowerPoint, and MS Project are a plus. Bachelor's degree is preferred. Two years completed at an accredited college or university accepted.
Location: Atlanta, GA
Contact: C. Brame, Fax: 770-569-1281, Phone: 770-667-7700, Email: carlab@executrain.com

Administrative Assistant (ExecuTrain)

The individual in this position will work with the Sales & Marketing and International division heads by preparing and distributing memos, planning meetings and taking minutes, gathering information and preparing reports, scheduling appointments and travel arrangements, and other administrative support. Qualifications include 2-3 years of experience as an assistant at an executive level, software knowledge of Windows95, Word, Excel, PowerPoint, MS Project, and Access are a plus. Bachelor's degree is preferred. Two years completed at an accredited college or university accepted. Bi-lingual preferred, but not essential. Location: Atlanta, GA
Contact: C. Brame, Fax: 770-569-1281, Phone: 770-667-7700, Email: carlab@executrain.com

Reporter (FCW)

Federal Computer Week is seeking a high-energy, news-driven reporter to help shape its PC coverage. Successful candidate will be responsible for hardware, software, and some federal agency coverage. Experience is preferred. A keen interest in technology is required. Location: Falls Church, VA
Contact: J. Connelly, Fax: 703-876-5126, Phone: 703-876-5115, Email: connelly@fcw.com

Network Administrator (IDG Global Comm.)

The individual in this position will administer the IDG Global Communications network servers including Lotus Notes, Windows NT, and WWW. Responsibilities include: managing our Lotus Notes servers, connecting IDG Servers worldwide and troubleshooting any replication/administrative problems; working closely with the Operations/Support Manager to provide 7x24 support to our customers and to administer our global email address book; working closely with the System Specialist to develop policies and procedures to maximize system reliability and fault tolerance. The successful candidate will have at least 2-3 years of Notes admin. experience, 1-2 years of Windows NT and WWW network admin. experience, possess excellent interpersonal and problem solving skills, be incredibly resourceful and multitasking, be a good team member, and above all, have a desire to work in a fast paced challenging environment. Location: San Mateo, CA
Contact: J. DeBalko, Fax: , Phone: 415-312-0565, Email: jeff_debalko@idg.com

Dir. Circulation, GamePro Media Group (IFTW)

We are looking for a strong team leader with 5+ years of circulation management experience. Full responsibility for managing, organizing, and coordinating all circulation activities including budgeting, strategic planning, profitability analysis, newsstand management as well as direction and implementation of promotion and direct mail activities to optimize the profitability of the magazine. Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Senior Features/Electric Editor (IFW)
InfoWorld is seeking an experienced Features Editor to create and adapt content for its World Wide Web site, InfoWorld Electric. The job will involve working with the existing Features editors to help migrate articles onto the Web, and developing original content to be published on the site. In addition, the person will serve as a general purpose backup for all members of the Features department, helping with assigning, editing and proofing feature articles and columns for InfoWorld newspaper . The position requires someone with excellent editing and organizational skills, as well as a creative mind. Strong technical knowledge of computers and networks and experience with HTML are a big plus. Location: San Mateo, CA
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Account Executive/Inside Partner (3) (IFW)
3 new AE/Inside Partner positions opening on Oct. 1st. The role of these positions is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will close sales and follow up as directed by Regional Managers, and close issues while looking for and promoting opportunities to sell additional pages/revenues. Also responsible for sales intelligence gathering, prospecting/cold calling, and customer service. Location: San Mateo (2), Irvine (1)
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Account Executive (MAC)
The ideal candidate for this position will be the inside partner of a selling team with a National Accounts Manager. His/her main responsibilities will be to sell display advertising, as well as service assigned accounts in a designated territory and prospect and develop new accounts. Location: San Francisco, CA
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Staff Writer (NW)
Network World is seeking a reporter to work in our Framingham headquarters office covering a range of networking products, trends, and issues. Candidates should have at least 2 years of experience reporting on information technology and proven ability to consistently break news. Please include clips with your resume.
Location: Framingham, MA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Webmaster (NW)
Network World is looking for a Webmaster to lead the technology development for our registered and authenticated Web site, Network World Fusion. The ability to manage technical projects, work with outside contributors and partners, develop and integrate new systems and features, and conduct Web systems analysis on an ongoing basis are key. Responsibilities also include database integration and/or development. Familiarity with email systems and mailing lists as well as experience or exposure to any of the following are necessary: writing in Perl, C, Visual Basic, Java, or UNIX shell programs for cgi-bin. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Associate Editor (PCW)
PC World is seeking a top-notch editor to assign and edit hardware and software reviews. Responsibilities include developing article slants, guiding authors, editing and rewriting as necessary, and representing the publication at trade shows and in-house vendor demos. Must have thorough knowledge of issues in the computer industry; 3-4 years of magazine writing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. A working knowledge of Access and Excel a plus. Location: San Francisco, CA
Contact: C. Thorton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thorton@pcworld.com

Copy Editor (Publish)
Publish is looking for a copy editor with a great eye for detail and strong editing, grammar, and proofreading skills. The individual in this position will also do some research and writing. The ideal candidate should have a working knowledge of Word and QuarkXpress and at least one year of relevant experience. Location: San Francisco, CA
Contact: M. Naman, Fax: 415-975-2613, Phone: 415-978-3296, Email: mnaman@publish.com

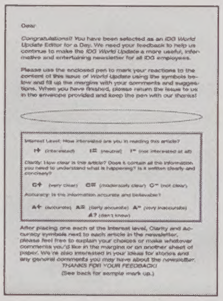
Please look for the next complete listing of job openings across IDG on Monday, August 26, 1996!
Please visit the IDG Home Page at www.idg.com for a complete listing of job openings!

We Hear You!

Editor-for-a-Day participants help shape *IDG World Update*

In February, *IDG World Update* launched its "Editor-for-a-Day" program designed to solicit feedback on how well the newsletter is meeting its goals of providing timely, accurate, well-written information about IDG operations throughout the world.

Each week, eight employees are chosen at random and sent an issue of *IDG World Update*, an instruction form and a pen and asked to comment specifically on the contents of the issue.



Dear

Congratulations! You have been selected as an *IDG World Update* Editor for a Day. We need your feedback to help us continue to make the *IDG World Update* a more useful, informative and entertaining newsletter for all IDG employees.

Please use the enclosed pen to mark your reactions to the content of this issue of *World Update* using the symbols below and fill up the margins with your comments and suggestions. When you have finished, please return the issue to us in the envelope provided and keep the pen with our thanks!

Interest Level: How interested are you in reading this article?

I+ (interested) I= (neutral) I− (not interested at all)

Clarity: How clear is the article? Does it contain all the information you need to understand what is happening? Is it written clearly and concisely?

C+ (very clear) C= (moderately clear) C− (not clear)

Accuracy: Is the information accurate and believable?

A+ (accurate) A= (fairly accurate) A− (very inaccurate)
A? (don't know)

After placing one each of the Interest level, Clarity and Accuracy symbols next to each article in the newsletter, please feel free to explain your choices or make whatever comments you'd like in the margins or on another sheet of paper. We're also interested in your ideas for stories and any general comments you may have about the newsletter.

THANKS FOR YOUR FEEDBACK!

(See back for sample mark up.)

Many of your comments have echoed our thoughts, some were ideas we hadn't thought of, and still others have spurred us to action.

Below is a representative sampling of some of the more frequently heard remarks and a list of what actions, if any, we are taking in response.

Our sincere thanks to all who have participated in this process to date. Your feedback is extremely helpful to us as we work to make *IDG World Update* more useful to more readers.

If you haven't yet been asked for your feedback, keep an eye on your mailbox or contact us to request a form.

ANNIVERSARY COLUMN:

Many of you, particularly in non-U.S. business units, chided us for not including anniversary information from your business unit.

- *If we don't include it, it's because no one from your business unit has sent it to us. There is no central repository of employee information at IDG. Each business unit (or HR department supporting that business unit) maintains its own records.*

If you would like to see your business unit represented in the anniversary column, please work with the person in your company who handles these records and ask that they be sent to us.

NOTEWORTHY COLUMN:

Again, many of you commented that your business unit is not represented in this column.

- *We rely on business units to send us information about new employees, promotions and transfers. IDG World Update has forms that you can use to send this information; however you may also simply send us a fax or an e-mail containing the relevant information.*

We received numerous comments encouraging the use of more photos in this column; we wholeheartedly agree. Please send pictures!

ONLINE COLUMN:

Many of you wonder about where the questions come from.

- *They are supposed to come from you! This is your chance to get answers to your questions about the company from our regular columnists IDG Chairman Pat McGovern, IDG President Kelly Conlin and IDG COO Jim Casella.*

All questions are passed along anonymously. You may send in questions at any time and we will pass them along at the appropriate time.

CONTACT INFORMATION:

Several people asked that we include contact information, especially e-mail addresses at the end of articles.

- *Good idea. We will.*

OTHER OBSERVATIONS:

- East Coast bias, U.S. bias, too much non-U.S. news.
- *Duly noted.*
- Use of spring, summer, fall, winter is confusing in a global publication where it may be summer in the U.S. but winter in Australia.
- *Excellent point! We will attempt to excise all references to seasons and go with the month instead.*
- Non-U.S. callers can't use "800" (toll-free) numbers.
- *We will include a non-800 number and/or fax number or e-mail address whenever possible.*

DO IT FOR YOUR COUNTRY... YOUR BUSINESS UNIT... YOURSELF

If we haven't contacted you yet to participate in the Editor-for-a-day Program, but you'd like to volunteer your keen editorial insights, let us know.

Contact us via e-mail: world_update@idg.com; fax: 617-423-0712 or tel: 617-423-9030, to request a form.

WHAT'S IN IT FOR YOU?
On top of making a contribution to your company newsletter, you'll get an official Editor-for-a-Day pen of your very own!

NOTEWORTHY

PROMOTIONS

IDC's **Iain Gillott**, formerly manager, wireless communications, has been named director of wireless and broadband networking. "This promotion reflects Iain's tremendous success at growing the Wireless Communication program," said VP/Worldwide Telecommunications and Interactive Services **Mark Winther**, noting that the client base has increased by 13 in the past year, and revenues per month have doubled.

Bill Hanck, previously senior account manager in the Southern California metro region, has been promoted to Southwest advertising director. "Bill has contributed a great deal to *PC World*'s growth, and he's focused on providing our advertisers with the ultimate service," said *PCW* Advertising Director **Bob Carrigan**.

At IDG Books' Indianapolis office, **Mike Kelly** has been promoted from project editor to quality control manager for Dummies Press. "Mike has more than successfully met the challenges of starting the quality control team in Dummies Press and is managing the critical interdepartmental relationships between editorial, manufacturing and production," said Associate Publisher **Diane Steele.**

Gwenette Gaddis has been named reprint editor for Dummies Press. "Her outstanding work for IDG Books as a proofreader in our production department demonstrated that Gwenette can meet the challenge of maintaining the value and quality of our books," said Quality Control Manager **Mike Kelly**.

NEW EMPLOYEES

Richard Lewis has signed on as marketing executive with IDC U.K.'s growing Marketing Department. He most recently worked as a graphic designer for a small manufacturing company. Richard earned a B.A. with honors in design management from De Montfort University in Leicester, England and spends his free time exercising, going to the theater and reading.

Rana Mainee has joined IDG Marketing Services/Europe, as director of consulting services. A 14-year veteran of the computer industry, he spent the last eight years as a consultant for INTECO Corp., covering the PC markets in Europe and the U.S. and global PC trends. He has also worked for hardware firms Systime and Future International.

InfoWorld Editorial Assistant **Jackie Poole** is helping with general departmental needs and also is covering the printer and storage beats. She was previously an account coordinator at the public relations firm Blanc & Otus. Jackie has a degree in business administration from Whittier College and enjoys mountain biking in her spare time.

SARA MOORE

POOLE

Emily Shanklin, publicity assistant for IDG Books in Foster City, Calif., spent this spring as a video production intern for the company. She has a B.A. in human biology and communication from Stanford University. Emily enjoys dancing and working on community service projects.

MARIA BIBBS

SHANKLIN

Julie Rietman will be based in Austin, Tex., as a research analyst for IDC's Wireless Communications program. Julie was formerly a research associate at Intelliquest. She holds an M.B.A. from the University of Texas and enjoys tennis and running in her spare time.

RIETMAN

TRANSFERS

Jane Davey, who was most recently assistant to the director of advertising for *PC World*, has moved back to the Boston area to join the staff of *Network World*.

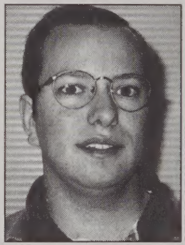
As associate global marketing services manager, Jane will be helping coordinate the activities of the new Network World Global Product Support Center and will also be involved in event planning.

Formerly an IDG Credit Analyst, **Christine Tenneson** has transferred to *Computerworld* as a sales assistant for the Marketplace section. She has a B.S. in communications from Salem State College and is pursuing an M.B.A. with a concentration in marketing from Clark University.

IDG WORLD UPDATE

TENNESON

Jeff Symoens has signed on as a technology analyst for *InfoWorld*'s Reviews and Testing Department in San Mateo, Calif. He was previously a senior technical analyst for *Federal Computer Week*. Jeff has an associate's degree in business administration from Foothill College.


STEVE STAMATES

SYMOENS

Donna Moschella is now an associate financial analyst for IDG's Financial Reporting and Budgeting Department in Framingham, Mass. She previously worked at IDG's Corporate Support Center in Boston as the executive assistant for the finance group. Donna has a bachelor's degree in finance from Bentley College.

IDG WORLD UPDATE

MOSCHELLA

Diana Garza, formerly PC support manager at *InfoWorld*, has joined IDG Global Communications as operations/support manager based in San Mateo, Calif. Diana will focus on customer support, problem resolution and making sure IDG offices are taking full advantage of the information and technology being made available by Global Communications.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Terri Bergstrom - IDC

FOURTEEN YEARS
Saiman Hui - IDG Asia

NINE YEARS
Mary Fleury - Computerworld
Reinelle Hicks - InfoWorld
Roseann LaBruno - InfoWorld

SEVEN YEARS
Peter Revai - IDG Switzerland
Josef Gruber - IDG Germany
Lisa McKeon - InfoWorld

FIVE YEARS
Tina Templin - IDG Marketing Svcs.
Tiziana Parma - IDG Italy
Peter Holm - InfoWorld
Andrew Mattus - InfoWorld

FOUR YEARS
Anja Thybo - IDG Denmark

THREE YEARS
Michele Peoples - IDG Research Svcs.
Piper Fowler Sheer - IDG
Sylvie Belkheir - IDG France
Julie Compton - InfoWorld

TWO YEARS
Eva Rempfler - IDG Switzerland
Scott Tharler - IDG Newsletters
Stig Seberg-Sørensen - IDG Denmark
Doreen Chin - IDG Books
Deanne Hoppe - InfoWorld
Meera Srinivas - IT Channel Services

ONE YEAR
Maren Baumann - IDG Switzerland
Sean Fitzgerald - Computerworld
Heather Madden - IDG Research Svcs.
Emma Morant - IMS/Europe
Michael Anthony - InfoWorld
Jessica Davis - InfoWorld
Chris Jones - InfoWorld
Brooks Talley - InfoWorld
Brian Duval - InfoWorld

MCGOVERN MEETS WITH CHINA COMPUTER USERS TEAM AND TOURS CHINA COMPUTERWORLD'S NEW TEST CENTER

*(TOP) ON HIS MOST RECENT VISIT TO China, IDG Chairman **Pat McGovern** stopped by the offices of China Computer Users magazine to meet staff members. IDG acquired the monthly magazine in February.*

*(AT RIGHT) McGOVERN ALSO MADE time for a demonstration at the new China Computerworld Test Center. (L-R): McGovern; CW Reporter **Xu Weidong**, CW General Manager **Shi Huaicheng** and CW Advertising Manager **Lu Zhenbo**.*

WINDOWS WORLD/TOKYO

continued from page 1

and *Windows World* magazine, published by IDG Japan, joined The Asahi Shimbun and TV Asahi in sponsoring the exposition.

Products target mainstream users

The overriding theme at the event was the varied and expanding user base comprising the attendee pool. Organizers and exhibitors alike commented on the growth of personal use of computer hardware and software. This trend was illuminated by the prevalence of computer entertainment and education products on display.

Mainstream buyers were targeted at booths hosted by famous Japanese entertainers and at the Internet Cafe, which offered seminars on getting connected to and surfing the 'net. A child care pavilion was provided for visitors.

Organizers touted Bill Gates' keynote address and demonstration, "Business Communications and the Internet," as the show's highlight. More than 2,300 visitors and journalists gathered to hear Gates speak.

For more information contact Toshiro Nishihara at tel: 81-3-5276-3751 or fax: 81-3-5276-3752.

IDC JAPAN FORECASTS '96 WINDOWS SHIPMENTS

According to a report issued in April by IDC Japan, Windows95 shipments in Japan reached 3,800,000 units in the first four months of 1996.

IDC Japan described Windows95 as "riding the strength of Japan's massively expanding PC market," which experienced a 70% growth in the first quarter of this calendar year, as compared to the same period last year.

The report forecast shipments will grow to 8,600,000 units by the end of 1996, aided by "booming PC sales to the consumer market."

??? IDG ITRIVIA ???

Macworld takes center stage this week at Macworld Expo/ Boston. Get in the spirit by testing your knowledge of IDG's Macworld product line! The answers can be found in the box below.

Macworld

1) When was *Macworld* U.S. launched?
1983 1984 1986

2) In which country was the first continuously published *Macworld* title launched outside the U.S.?
Sweden Australia U.K.

3) How many stand-alone *Macworld* publications are there worldwide?
15 21 30

4) Where is *Macworld* U.S. based?
San Francisco Framingham, Mass. San Mateo, Calif.

5) Who was the first editor of *Macworld* U.S.?
Andrew Fluegelman Jim Martin Pat Kenealy

6) What is the circulation of *Macworld* U.S.?
567,500 850,000 625,000

7) How many *Macworlds* have online sites?
7 10 21

8) How many users visit the *Macworld* U.S. site monthly?
800,000 567,000 1,950,000

9) In which country will *Macworld* debut this month?
Taiwan India Israel

10) When was the first Macworld Expo held?
1984 1985 1986

11) Where did the first Macworld Expo take place?
Boston New York City San Francisco

12) Which Macworld Expo city holds the record for the largest attendance?
San Francisco Sydney Tokyo

13) What is the largest number of attendees to come to a Macworld Expo?
92,879 135,485 171,749

ANSWERS

1) 1984 2) Australia (IDG France's *Golden* appeared briefly in 1984 but was relaunched in 1991) 3) 21 4) San Francisco 5) Andrew Fluegelman 6) 625,000 7) 7 8) 1,950,000 9) Israel 10) 1985 11) San Francisco 12) Tokyo 13) 171,749 (Tokyo, Feb. 1996)

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 33

August 12, 1996

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Macworld Expo/ Boston Rallies the Troops

Macworld Club concept debuts

Optimism reigned at the 12th Macworld Expo/Boston last week, as enthusiastic crowds and a significant exhibitor presence showed the Mac market's determination to forge a strong niche despite lingering public speculation about Apple's future.

Macworld magazine sponsored the event, which is owned by IDG and produced and managed by MHA Event Management.

Two venues housed 430 companies (10 more than last year), 100 of which were first-time exhibitors at Macworld Expo/Boston including IBM, Canon USA, Lotus, Motorola and other major players.

At press time, total visitor attendance was expected to be about 65,000 to 70,000, the highest ever. Pre-registration numbers were 10% above those for 1995. Nine conference tracks included sessions on everything from creating Internet content to managing a small business.

During his keynote address, Apple Chairman and CEO Gilbert Amelio said the dialog at Apple was shifting from

•CONTINUED PAGE 5•

PC World Communications Launches *The Web*

IDG stakes a claim in the consumer lifestyle publishing industry with a new title covering "the convergence of popular and digital culture"

When *The Web* magazine, PC World Communications' newest title, hits the newsstand on Sept. 17, it will be charting a course in the shifting sea of Internet users.

No longer a tool just for technology gurus and computer enthusiasts, the World Wide Web has hit a nerve with mainstream Americans, specifically with a subset of the population that publishers of *The Web* are referring to as "Web-sumers."

THE WEB MAGAZINE
HOME PAGE
Departments
Yellow Pages
Features

THE WEB MAGAZINE'S TABLE OF CONTENTS *includes eye-catching photos and graphics and the "Yellow Pages," pointing readers to reviews and directories of over 500 sites in 16 categories. The magazine's online companion, The Web Central Station, can be accessed at www.webmagazine.com beginning Aug. 23.*

The Web is being positioned as a consumer lifestyle magazine focusing on Internet content — not a typical information technology magazine.

The target audience of Web-sumers consists of well-paid, college-educated 25-to 45-year-olds who spend an average of 6.6 hours per week hooked into the Internet. Publisher **Greg Mason** points out that Web-sumers are interested in the content of the Web and their experiences online — not in the technology associated with it.

Every issue of *The Web* will feature reviews and listings of over 500 Web sites in 16 categories running the gamut from Film to Sports, Money and beyond.

Reviews and articles will be written by and about well-known figures in various fields. The launch issue contains a review by film critic Roger Ebert and a defense of cybersex by sexuality guru Dr. Ruth Westheimer.

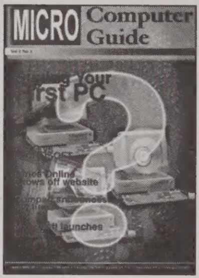
Each article or feature is followed by a directory of related Web sites. For example, a section on music would include

•CONTINUED PAGE 5•

IN BRIEF

New African Licensee to Publish *PC World East Africa*

IDG has signed a license agreement with Upstart Ltd. to publish *PC World East Africa*. The Nairobi-based publisher launched its own PC title, *Micro Computer Guide,* in September '95.



Next month, *Micro Computer Guide* will be renamed *PC World East Africa,* incorporating a generous mix of local and U.S. editorial. It will be published bi-monthly through '96 and 11 times a year beginning in January.

Kenya, Uganda and Tanzania comprise what is referred to as the East African Community. *PCW* will divide its 3,800 print run among the three nations, with over 2,000 copies distributed in Kenya, the region's largest market and center of IT growth.

The magazine's primary competitor is a one-page IT section published weekly in *Daily Nation,* Kenya's largest newspaper. The Computer Society also publishes a newsletter irregularly.

IDG recently terminated its relationship with Compunews Publishers for *East African Computer News*, due to an erratic publishing schedule.

For more information contact CEO ***Titus Citan*** *at tel: 254-2-246-808; fax: 254-2-215-643.* 🖳

IDG's Dummies Press Inks Deal with AT&T WorldNet

Readers of IDG Books' *...For Dummies®* series will gain immediate hands-on Internet experience with the help of a partnership between IDG Books and AT&T WorldNet Service — AT&T's first affiliation with a publisher. AT&T WorldNet Service, which provides value-added Internet access, will be packaged with the September releases of *Dummies 101™: Internet For Windows 95®* and *Internet Telephony For Dummies®* and the October releases of *Dummies 101™: HTML* and *Dummies 101™: Netscape® Navigator™.*

"Packaging AT&T WorldNet Service with our *...For Dummies* books will enrich the learinng process by opening unlimited additional resources to our readers," said **Milissa Koloski**, executive vice president and group publisher of Dummies Press. "We believe learning should be fun and easy, and AT&T is going to help us fulfill that commitment." 🖳

TOM EVSLIN, VP OF AT&T *WorldNet Service, who wrote the forward to Internet Telephony For Dummies, joins* ***Milissa Koloski*** *of Dummies Press.*

Business Week Contrasts IDG and Softbank

Sidebar highlights McGovern's success in building computer empire from scratch

For anyone who may not be a regular reader of *Business Week*, the Aug. 12 issue carried a story about IDG competitor Softbank and its CEO Masayoshi Son as well as a profile of IDG Chairman **Pat McGovern** and his success in building a computer publishing empire from scratch.

The article highlights many of the obvious differences between the two companies. The Ziff-Davis Publishing operation, purchased by Son in February, is described as moving from a journalistic enterprise to being part of the "selling system" for Softbank's products. "Having built his fortune by using his Japanese computer magazines to plug the products that Softbank sells, Son sees endless possibilities for cross-promotion on the Net," the article's authors, Brian Bremner and Amy Cortese write.

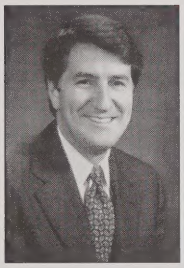
In addition, numerous references are made to the "staggering debt" Son has incurred in the past few years as Softbank has aggressively pursued a growth-by-acquisition strategy.

McGovern's strategy of global expansion is contrasted with Son's buying binge in an accompanying piece. "Instead of buying assets, McGovern has pursued global expansion, starting with international editions of his publications, from *Computerworld Pakistan* to *PC World Myanmar*. IDG is now the largest foreign publisher in China. Since 1990, overseas forays have helped IDG grow from $550 million to $1.4 billion in annual revenues."

The article does contain one erroneous statement, which has been brought to the attention of *Business Week* Editor-in-Chief Stephen Shepard by IDG Marketing Services VP/Marketing **Chris McAndrews**. The writer implied that IDG's ad revenues are less than those of Ziff-Davis. "Son's Ziff-Davis Publishing Co. gets 39% of the ad revenues in the market, and IDG grabs 27% through *Computerworld*, *InfoWorld*, and 285 other titles."

The 27% figure calculates IDG's U.S. market share only. When measured by worldwide ad revenues, IDG is the world's leading IT media company. As reported by *Advertising Age* in its 1995 annual report of the top 100 media companies, IDG ranks above Ziff-Davis/Softbank in net media revenues, receiving $912 million in advertising revenue vs. Z-D/Softbank's $852.1 million. 🖳

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Now that the FY97 budget season is in full swing, how do forecasts look for both revenue growth and profitability for the coming year?

A The Executive Committee has completed reviewing the three-year plans for all of our international business units, and growth rates look very healthy for FY97 — both revenue and profit growth should well exceed IDG's goal of growing at twice the IT market average.

This is where IDG's global strength is particularly valuable because, while the U.S. market has been slowing somewhat, in every region outside the U.S. we are seeing strong growth, and this "global diversification" helps balance IDG's results and lets us be confident of very solid growth for IDG in the next fiscal year.

I read about Microsoft and other companies that have completely reorganized because of the changes and opportunities emerging with the growth of the Internet. Why hasn't IDG been making similarly radical changes?

One of the things that is striking in reading the three-year plans for the IDG family of companies is just how rapidly IDG companies have embraced the Internet. Clearly, the Internet has captured the attention of our readers, our advertisers and our employees. And it has created an excitement in the industry similar to that of the early days of the PC.

For IDG, the Internet is quickly becoming woven throughout our organizations: IDG business units have created more than 50 new Internet-related products or information services in the last six months alone. We have launched more than 125 web sites; we have created a whole new product category — Webzines, career support services — that exist solely on the Web — a tremendous number of projects in one year.

It is fascinating to watch industry change ripple through IDG as fast as it does — a wonderful testament to our close-to-the-customer decision style. This style allows industry change to be absorbed quickly by our business units without reinventing, re-engineering or reorganizing the entire company as we have seen is often required in a centrally driven organization that must take all its cues from the omniscient head office.

I noticed that IDG is looking to fill three newly created positions: Circulation Development Manager for a "Cyber-Newsstand" of IDG products; General Manager, IDG Web Advertiser Service; and Publisher, *Web Shopper*. What can you tell us about these new ventures and the company's plans in these areas?

These "product champion" positions are for three different projects.

The "CyberNewsstand" is a code name for a project that will allow our readers to conduct an online search across all of IDG's content around the world. This is being designed not as a destination site in and of itself, but as a springboard to the world's most powerful collection of information about IT, the unparalleled breadth and depth of content now residing on IDG's global Web sites. This is being designed as a way to drive more qualified circulation to our sites, and to promote the superiority of IDG's online resources.

The "Web Advertiser Service" will be designed to make it easier for advertisers to buy advertising on multiple IDG Web sites by creating an IDG ad server that can place advertising and manage ad rotation on any IDG Web site. For example, if customers want to introduce a new product and they have a single ad they want to appear on a dozen IDG publication sites, they can make one phone call, give us one creative unit, and have a turnkey solution that makes it easy to reach IDG's customers. Other Web advertising activities, such as a common audit standard, a network buy and other advertising incentives will also be part of this effort.

The "*Web Shopper*" project is the prospective launch of a new online publication focused on enabling transactions for computer products and ushering in our vision for an electronic marketplace.

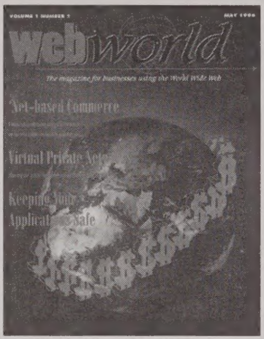
IDG WORLD UPDATE NEEDS YOUR IDEAS!

Do you have questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue? We want to hear from you!

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

WebWorld Targets Business Users in Canada

The only business-related Internet publication in Canada is the property of an IDG licensee, and so far Laurentian Technomedia Inc.'s strong foray into the market has garnered 18,000 qualified subscribers. *WebWorld*'s goal is to analyze the successful — and not so successful — ways to use the Internet as a commercial environment.



WebWorld appeared in May, coming on the heels of more than three months of advance publicity via ads in Laurentian's other IT titles: *CIO Canada*, *Computerworld Canada*, *InfoCanada*, *Network World Canada* and *Client Server World*.

The first issue was polybagged along with the other LTI publication(s) subscribers currently receive. Reader response has been extremely favorable and the *WebWorld* name already has great recognition, said LTI's Chief Operating Officer **Andrew White**, so the September issue will be sent independently. A third issue is scheduled for 1996, and six are planned for 1997, with a monthly schedule possible if advertiser interest remains high.

Grace Casselman assumes the editorial reins beginning with the September issue. She had been the editor of *Computerworld Canada* until she moved to Calgary and freelanced for Laurentian.

Advertising account managers **Hazel McHarg** and **John Jones** are handling ad sales.

For more information, contact Andrew White at tel: 416-746-7360, fax: 416-746-1421 or e-mail awlti@aol.com.

DID YOU KNOW....

An IT publication in Canada cannot, on average throughout the year, have more than 20% of its editorial generated outside Canada.

The law was established in order to encourage more publishers to operate in Canada.

IDG Employees Earn Multi-STAR Rating

Two IDG employees received IDG Corporate Boviard STAR Awards at last month's Corporate Summer Outing. Presented twice a year, the STAR award is designed to recognize employees who demonstrate outstanding Service, Teamwork And Results. All corporate IDG employees are eligible for the award; winners are nominated for the award by fellow employees. Last month's recipients were IDG List Services' **Nancy Hannagan** and IDG Accounting's **Jim Sullivan**.

SULLIVAN

HANNAGAN

PHOTOS BY IDG WORLD UPDATE

Nancy joined IDG in March 1992 as list rental coordinator. Prior to joining IDG, Nancy was working as a bookkeeper for Defranco & Company.

According to her nomination, Nancy is "always willing to go the extra step for customers." Her attention to clients' needs, even when busy, gives each client the feeling that he/she is the top priority. By constantly looking for opportunities to help out all areas of IDG, Nancy helps foster a sense of teamwork across the company. As one client said, "Nancy knows the importance of watching out for new customers and opportunities across departments."

Jim started with IDG in May 1994 as a staff accountant and was promoted to senior accountant in 1995. Prior to coming to IDG, Jim worked as a senior accountant at Data General Corp.

Jim was cited for his outstanding customer service. "Jim jumped in and put in numerous additional hours to provide service necessary to close our books on time," noted one satisfied client. Jim sees himself as a team member who is there to service and meet the needs of all of IDG Accounting's clients. According to one client, "Teamwork is something that comes naturally to Jim." Jim has been an integral client contact for ensuring a smooth transition to the new accounting systems, coordinating the necessary people and finding the proper channels to get the job done.

The next STAR Awards will be presented in December. Any employee working for one of the following business units is eligible to win an award: IDG Corporate Accounting, IDG Corporate Support Center, IDG Marketing Services, IDG Corporate Credit, IDG Corporate Finance, IDG Corporate Tax & Legal, IDG Human Resources, IDG List Services, IDG Research Services, IDG International Publishing Services, IDG Corporate Travel, IDG Paper Supply Co. and IDG Telecommunications Group. Any IDG employee around the world may nominate a colleague for this award. Nomination forms will be available in *IDG World Update* in November.

THE WEB MAGAZINE

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listings of URLs for CD-suppliers, clubs and live music and music professionals. The magazine's look and feel is not one of a traditional computer publication. The glossy, heavy stock and the eye-catching photographs and graphics position the title in the category of popular U.S. consumer titles like *Entertainment Weekly* and *Rolling Stone*.

Culture • Information • Access • Power
THE WEB
MAGAZINE
www.webmagazine.com
Donna Karan: Virtual Designer
Online Gambling: Place Your Bets
Sandra Bullock
On Fans, Friends, and Online Stalker
MORE THAN 500 WEB SITES REVIEWED

At launch, the magazine will have a circulation of 120,000 and will be distributed in both the U.S. and Canada. Circulation will be newsstand-driven, but a subscription effort will be spearheaded after the launch.

After the first two bi-monthly issues (Oct./Nov. and Dec./Jan.), *The Web* will switch to a monthly frequency beginning in February '97.

Advertisers signing on for the first two issues will receive up to four months of free online advertising on *The Web*'s companion site, The Web Central Station, scheduled to go live on Aug. 23 (www.webmagazine.com).

Key advertisers will also have a presence on a rotating banner on the Web site with links to their companies' sites.

Sneak preview online

The site is going live before the magazine is released to "drum up more buzz about the print title and to encourage viewers to go to the newsstand and buy the premiere issue," Mason said.

In addition to Mason, *The Web*'s core executive team includes PC World CEO **Pat Kenealy** and Editor-in-Chief **Steve Fox**.

The Web is modeled after *The Web* U.K., which was launched last August by IDG Media.

For more information contact Greg Mason at tel: 415-978-3270, e-mail: greg_mason@webmagazine.com.

WHAT'S A WEB-SUMER?

The Web Magazine targets what its publishers refer to as "Web-sumers," who tap the Web as a resource for entertainment and information. "Web-sumers embrace technology, but don't care to read about it," said Publisher Greg Mason. "It's the content that intrigues."

AVERAGE AGE: 35

EDUCATION: 61% are college graduates

AVERAGE HOUSEHOLD INCOME: $69,000

INTERNET USEAGE: 6.6 hours/week

AVERAGE SESSION: 68 minutes

MEDIA SACRIFICED FOR ONLINE: 35% television, 25% telephone, 15% movie video rentals

ACCORDING TO THE GVU WEB USER SURVEY AND THE FIND/SVP'S THE AMERICAN INTERNET USER SURVEY.

MACWORLD EXPO

continued from page 1

being centered on survival to being centered on excitement. With $1.4 billion in the bank, Apple was not about to go out of business, he noted. Its goal is to be No. 1 in multimedia and connectivity while following four keys to success: innovation, loyalty to customers and developers, professional management and delivering value to customers — products users need rather than features that are simply attractive from a development standpoint.

Macworld CEO **Colin Crawford** served as master of ceremonies for the keynote session. He touted Macworld Club, a membership organization that combines the resources from Macworld Communications, Inc., and the Macintosh market. The club demonstrates Macworld's belief that the Mac market's strength lies in its installed base and that the continued success of the platform depends on working together to support the fundamental core of the market.

The Macworld Club concept works on two levels.

IDG WORLD UPDATE

MW SENIOR CIRCULATION MANAGER *Lori Hitchcock* *signs up a Macworld Club member during the opening hours of Macworld Expo/Boston.*

- **Member benefits**. Individuals receive discounts on items throughout the Macworld product line, including the magazine and Macworld Press books from IDG Books Worldwide.

Members also gain access to the new Macworld Club Online Website, which includes areas for classified ads, a user group directory, a hardware and software help line, and discounts, contests and special offers from Mac developers and manufacturers.

Members who signed up at the expo received a discount off the annual membership fee of $49.95 as well as various benefits at the event, including use of a visitors' lounge; an expo floor map; shirts, hats, water bottles and other giveaways with the Macworld Club logo; and coupons for products sold at the show.

- **Affiliate benefits**. Macworld Club also provides user groups with a host of programs aimed at increasing user group membership at the local level and enhancing the benefits they provide to their own members. Conversely, user groups will promote the benefits of joining Macworld Club to their members.

IDG Chairman **Pat McGovern** has been promoting the membership model, rather than the traditional publication buyer model, as a way to better serve readers as well as expand IDG's business opportunities.

Macworld Expo attendees streamed to the Macworld booth to sign up for the club, overwhelming the 10 staff people who were on hand to register members.

For more information on Macworld Club, contact Vice President/Director of Circulation ***Angelina Beitia*** *at tel: 415-243-0505 or e-mail: angelina_beitia@macworld.com.*

NOTEWORTHY

PROMOTIONS

MaryAnne Sinville, formerly director of marketing at IDC in Framingham, Mass., has been promoted to VP/marketing. During her almost 10 years with the company, she has led the growth of the marketing department from one person in 1987 to 13 professionals today. "Very few marketing professionals could manage two diverse marketing groups — corporate marketing services and group marketing — and stay as close as MaryAnne does both to the day-to-day issues and to the IDC strategy and vision," said IDC Senior Vice President **Vicki Brown**.

SINVILLE

IDG WORLD UPDATE

* * *

At IDG Newsletter Corp. in Boston, Circulation Coordinator **Jessica Leonard** has been promoted to circulation and financial analyst. "Jessica has been an invaluable link between the circulation and finance functions," said Director of Finance **Andrew Bilbao**. "She has shown particular aptitude in coordinating the internal flow of fulfillment and financial data, has a keen eye for detail and has been critical to the success of IDG Newsletter Corp."

LEONARD

IDG WORLD UPDATE

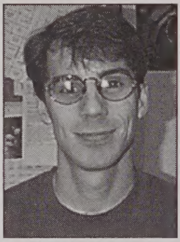
NEW EMPLOYEES

Infotainment World Events welcomes several new staff members. Marketing Manager **Michelle Goins** worked in a similar capacity for a company involved in healthcare-related events. She earned a B.A. in marketing from Portland State University and enjoys jazzercise, camping and running in her spare time.

GOINS

Camille Jones is the operations manager for Infotainment World's IMA Expo and E3 events. When she lived in the Boston area, Camille was the exhibit services manager at MHA Event Management and before that worked as a conference manager at IDG World Expo. Camille has a B.A. in marketing from Andrews University.

As help desk specialist, **Kevin Smith** will be handling IS questions for the staff of Infotainment World Events, *PC Games* and *GamePro*. Before joining IDG, Kevin lived in the Los Angeles area and was the assistant director of the media department at Master's College. Outside the office, Kevin enjoys spending time with his family.


SMITH

* * *

CIO welcomes Copy Editor **Sara Shay**, who recently held a similar post at *Philadelphia* magazine. Sara has a B.A. in English literature from Swarthmore College and an M.S. in journalism from Northwestern University. She tutors high school students in her spare time and also enjoys dancing and travel.

SHAY

IDG WORLD UPDATE

Joan Bonadeo has joined *CIO*'s sales office in New Jersey as a sales assistant. She previously worked as the administrative regional secretary for Deluxe Check Printers. When she's not in the office, Joan makes time for cooking, traveling and painting.

BONADEO

* * *

Karen Zach has been hired as a national accounts assistant for the IDG Marketing Services office in Stamford, Conn. She was previously a marketing support specialist at EIS International. Karen has a B.S. in business management from Fairfield University and enjoys golf, tennis and reading.

* * *

PC World welcomes two management associates who will be working on a range of projects for PCW CEO **Pat Kenealy**. **Angie Weber** is a newly minted graduate of Yale University with a degree in psychology who enjoys photography, film and travel. **Benjamin Jones**, also a recent Yale graduate, majored in history with a minor in philosophy and spends his off hours biking.

* * *

Dan Seoane has joined InfoWorld's Workgroup Solutions team as a technical analyst. Dan enjoys music and computing in his spare time.

TRANSFERS

Rob Smith, previously editor at *PC Powerplay* magazine at IDG Media in the U.K., has signed on as reviews editor at *PC Games* in San Mateo, Calif. Rob has a B.A. in classical studies from St. David's University College in Wales. Now looking to develop some new leisure-time pursuits, Rob previously enjoyed playing cricket and rooting for the Sheffield United soccer team.

Marketing Manager **Michelle Stratton** moved over to *PC Games* after serving as a marketing specialist at IMI New Ventures. Michelle has B.A. in comparative literature from the University of California/Santa Cruz and spends her free time painting, traveling and gaming.

STRATTON

ETCETERA

Michael Deutsch, IDC VP/Eastern regional sales, recently earned a special award for "Outstanding Contribution to IDC's 1996 Strategic Initiatives." In bestowing the award, IDC Senior VP **Vicki Brown** noted: "In the past year, Michael has gone way beyond his personal and regional sales responsibilities to serve on numerous task forces and work on several initiatives critical to IDC's long-term success. Without Michael's determination, perseverance and teamwork, IDC would not be as far along in several key strategic areas."

DEUTSCH

IDG WORLD UPDATE

Job Opportunities

IDG

Monday, August 12, 1996

Analyst/Sr. Analyst, Latin America (IDC)
IDC Latin America seeks an analyst with at least 2 years experience in IT market research, consulting, or related field. Additional years of IT industry experience helpful. This individual will be responsible for the development and delivery of multiclient and consulting research (including market sizing and forecasting). Position/responsibilities may vary with experience. Location: Mountain View or Miami
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Senior Research Analyst, Electronic Gaming (IDC/LINK)
IDC/LINK is seeking a candidate to manage the Electronic Gaming CIS product. This includes preparing written research, industry forecasts and developing a public presence in the industry. Candidate must be customer service driven and be an effective public speaker. Also, will be involved in consulting and business development. 5+ years industry experience required. Location: New York, NY
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Human Resources Assistant (IDG)
IDG's Human Resources Services Division is seeking an energetic, creative Human Resources Assistant to handle administrative responsibilities for two HR professionals. The individual in this position will be responsible for responding to employee requests for information, posting and tracking recruitment activity, distribution of benefits material, administration of business unit specific benefits, report writing, and special projects. The ideal candidate will have 1+ year of administrative experience in a corporate environment, a college degree, and a strong interest in human resources. Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Paralegal (IDG)
International Data Group, the world's leading source of information on information technology, is seeking an experienced Paralegal to assist our Manager of Legal Affairs in our growing trademark portfolio. The person in this position will be responsible for handling trademark searches and applications, maintenance of trademark database and reports, correspondence with outside trademark counsel, and preparation of annual corporate consents and reports. The ideal candidate will have a minimum of 2-3 years of experience with trademark filings and administration, and general corporate experience. Qualified candidates must possess strong computer database skills, organizational, and interpersonal skills and be attentive to detail. Location: Framingham, MA
Contact: M. Higgins, Fax: 508-935-4600, Phone: 508-935-4766, Email: molly_higgins@idg.com

Acquisitions Editor, Dummies (IDG/B)
The individual in this position will acquire author and titles; initiate contacts and develop relationships with industry representatives, potential and future authors, members of the computer press, and technical talent for auxiliary work on books. The Acquisitions Editor will also devise plans for current title revision, based on software vendor updates to existing products. Must have 2-3 years publishing experience with 1 year at the supervisory level. Must possess strong negotiating and project management skills. Must be Macintosh savvy with a thorough knowledge of QuarkXpress and PageMaker. Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Product Technical Support Representative (IDG/B)
Duties involve direct customer contact and answering and solving technical questions for software supplied with IDG Book's products. Must possess a solid technical background involving Mac and PC hardware with at least one year of customer service experience. Knowledge of Internet capabilities as well as voice messaging and auto fax back processing desirable. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Product Technical Support Representative, PT (IDG/B)
Duties involve direct customer contact and answering and solving technical questions for software supplied with IDG Books' products. Must possess a solid technical background involving Mac and PC hardware with at least one year of customer service experience. Knowledge of Internet capabilities as well as voice messaging and auto fax back processing desirable. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Supervisor, Product Technical Support (IDG/B)
The prime responsibility of this position is providing 24 hour customer support satisfaction in the day to day support functions of product technical support. Working with the divisions, customer service, and sales administration, will develop support programs to address known problems while quickly reacting to unknown problems. Will also be responsible for supervising the day to day activities of Product Technical Support Representatives. Degree in Computer Science required with solid technical background in Macintosh and PC hardware. Knowledge of Internet capabilities, voice massaging and auto fax back processing a plus. Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Copy Editor/Electronic Entertainment (IFTW)
The responsibilities in this position include copy editing, proofreading, copy fitting, and tracking articles through production. The Copy Editor will assist in determining house style and work with editors and designers to ensure clarity and accuracy. Must have 2+ years experience in magazine copy editing and production, be proficient in word processing and QuarkXpress on the Macintosh; Chicago Manual of Style preferred. Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Operations Assistant (NWW)
Network World has an immediate opening for an Operations Assistant in our fast-paced, growing Professional development Group which produces technical seminars and software products. We are seeking a highly organized, detail-oriented individual with good computer skills (Macintosh preferred) and some accounting exposure. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Look for the next complete listing of job opportunities across IDG on August 26th!
Visit the IDG Home Page at www.idg.om for a complete listing of job openings!

Take a picture…
take a chance at fame and fortune!

Don't miss

IDG's 13th ANNUAL INTERNATIONAL EMPLOYEE PHOTO CALENDAR CONTEST

The company-wide international photo calendar contest is open to all IDG employees. A panel of eight IDG art and design staff will choose the outstanding 12 photos for the 1997 calendar. Calendars will be distributed to all employees in December.

But wait…that's not all!

As if worldwide fame were not enough, cash prizes will be awarded to the top three photographers.

First place: $250 Second place: $150 Third place: $100

How to Enter

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled (do not write directly on back of prints) with:
    - your name
    - business unit address
    - telephone and fax number
    - photo title
2. Submit photos as developed without retouching.
3. All entries must be received no later than September 15.
4. Send your photos to:

IDG World Update
31 Milk Street, Suite 210
Boston, MA 02109
U.S.A.

All photos will be returned.
For more information, contact the editors at tel: 617-423-9030;
fax: 617-423-0712;
or e-mail: world_update@idg.com

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Karl Zimmermann - IDG Germany
Karen Elliot - Computerworld
Zvonimir Lepusa - IDG Germany
Dagmar Pitschek - IDG Germany

THIRTEEN YEARS
Mary Fanning - Network World
Ernest Chamberlain - Computerworld
Carolyn Medeiros - Computerworld

TWELVE YEARS
Morten Hansen - IDG Norway
Christine Curry - Computerworld

ELEVEN YEARS
Tore Pettersen - IDG Norway
Joe Kerwin - InfoWorld
Susan Miller - FCW Govt. Tech.
Hans Weber - IDG Germany

TEN YEARS
Catherine McCrorey - Computerworld
Judd Aschenbrand - IDG Research Svcs.
Gary Rocchio - IDG Research Svcs.
Debra Brown - IDC

NINE YEARS
Ove Heggedal - IDG Norway
Karen Niles - InfoWorld
Terri Schafer - Computerworld
Debra Norton-Goldfarb - IDC

EIGHT YEARS
Britt Løvvik - IDG Norway
Marla Miyashiro - PC World
Marlene Tobias - PC World
Philippa Grattan - IDG New Zealand
Scott Finlay - IDC

SEVEN YEARS
Tom Berglie - IDG Norway
Lincoln Spector - PC World
Eric Cormier - IDG
Heinrich Vaske - IDG Germany
Phyllis Nazarian - IDC

SIX YEARS
Per Amundsen - IDG Norway
Rich Marino - PC World

FIVE YEARS
Tonja Pritchard - IDG Norway
Bjørn Alm - IDG Norway
William Bernardi - Network World
Nihat Asik - IDG Turkey
Gülistan Özken - IDG Turkey
Steven Vito - FCW Govt. Tech.
Wendy Sharp - Macworld
Gitte Pehrsson - IDG Denmark
Norio Ojima - IDG World Expo/Japan

FOUR YEARS
Alan Abrams - PC World
Doyle Russel - IDG
Belinda Chlouber - Macworld
Mark Broatch - IDG New Zealand

THREE YEARS
Patrick Pilcher - IDC New Zealand
Stine Tangen - IDG Norway
Jodi Cohen - Network World
Esma Cavusoglu - IDG Turkey
Denice Richards - Computerworld
Miriam Green - IDG New Zealand
Mark Levitt - IDC
Carol Glasheen - IDC
Shannan Chanda - IDC

TWO YEARS
Pål Aarvig - IDG Norway
Danielle Volpe - Network World
Jennifer Carson - PC World
Kristine Equihua - IDG Central Svcs.
Tammy Castleman - IDG Books
Janet De Leon - IDG Books
Tyler Connor - IDG Books
Dwight Ramsey - IDG Books
Mike Kelly - IDG Books
Dave Gumerson - IDG Books
Jennifer Ehrlich - IDG Books
Linda Boyer - IDG Books
Amy Doan - IDG Marketing Svcs.
Cathy Burgyan - GamePro
Hitoshi Saito - IDG Japan
Yuko Tanaka - IDG Japan
Sara Goessi - IDG New Zealand
Rob Hosking - IDG New Zealand
Mark Gomes - IDC
Dara Queen - IDC

ONE YEAR
Jessie Yeo - IDG Singapore
Rayful Ng - IDG Hong Kong
Tom-Erik Haug - IDG Norway
Morten Kjølberg - IDG Norway
Geir Horgen - IDG Norway
Espen Agdestein - IDG Norway
Tarji Murray - Network World
Marlo Matoska - Network World
Kevin Mitchell - PC World
Jeff Kuta - PC World
Kamer Polat - IDG Turkey
Ali Erkmen - IDG Turkey
Nikki Staggs - IDG Books
Jackie Pennywell - IDG Books
Tim Horgan - CIO
Alan Holmes - FCW Govt. Tech.
Margaret Level Green - Macworld
Ralph Borcherds - IDC
Keith Kmetz - IDC
Gemma Coleman - IDC

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

Send your comments to the editors via e-mail: world_update@idg.com or fax: 617-423-0712.

PERUVIAN LICENSEE NOW ACCESSIBLE VIA E-MAIL

Staff of El Comercio, IDG's Peruvian licensee, can be reached via the following e-mail addresses:

Edwin Basso, marketing manager:
ebasso@comercio.com.pe

Franca Cavassa, editor *PC World*, *Computerworld*:
fcavassa@comercio.com.pe

Cesar Augusto Lengua, publisher, *Computerworld*:
clengua@comercio.com.pe

Get Your Event Listed in *IDG World Update*'s Quarterly Events Calendar!

IDG World Update **is compiling information for a calendar of IDG events scheduled in September, October, November and December of this year. The calendar will be an insert in an upcoming issue of** ***IDG World Update*****. If your business unit is organizing an event that you would like included in the calendar, please send the information by AUGUST 26.**

Yes! I'd like information about an event my business unit is organizing to be included in the *IDG World Update* Events Calendar.

Name of event: ____________________

Date(s) event is being held: ____________________

Location of event (city, country, venue): ____________________

Business unit organizing event: ____________________

Contact person: ____________________

Telephone, fax and e-mail for contact person: ____________________

____

Additional information: ____________________

Fax this coupon to IDG World Update at: 617-423-0712 or send an e-mail with all relevant information to: world_update@idg.com. Questions? Contact the editors at tel: 617-423-9030. ALL ENTRIES MUST BE RECEIVED BY AUGUST 26.

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 34

August 19, 1996

IDG NEWSLETTER CORP. ANNOUNCES OCTOBER LAUNCH OF POWERBOOK COMPANION
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NEW CONTEST! NAME THAT IDG TAGLINE... AND WIN A SWEATSHIRT
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Coffee, Tea, or the Internet?

Cybercafe brings computer access to Budapest browsers

CROWDS GATHER AT PROTEA HALL TO *try out new software and search the Internet.*

IDG Hungary sees its mission, at its most basic level, as helping the general public become more computer literate. The company's latest endeavor to fulfill that mission is Protea Hall: a combination cybercafe, retail shop and presentation room.

The hall is indeed in a public place, and in a rather unusual site for a computer enterprise. It occupies a separate section of the coffee shop within the Hungarian Palace of Art, one of the most famous buildings in Budapest. *(See sidebar on how the hall came to be within the palace).*

• CONTINUED PAGE 5 •

Online Functional Meeting Targets Web's Growing Importance to IDG

rgb
Treasury

IDG CHAIRMAN PAT McGOVERN, AT&T'S TOM EVSLIN AND INTERACTIVE SERVICES *Group CEO* ***Tom Morgan*** *check out some of the offerings at the Web Tools and Services Showcase during the IDG Online Functional Meeting. More than a dozen vendors were invited to display their newest Web offerings.*

The growing importance of Web publishing to IDG business units around the world was reflected in the number and diversity of attendees at IDG's fourth annual Online Functional Meeting. Held last month in Redwood Shores, Calif., and hosted by IDG's Interactive Services Group, the meeting attracted 136 attendees representing 31 IDG business units around the world. IDG business units currently host some 125 Web sites worldwide.

The two-day meeting featured a blend of presentations, panels and discussions. An array of speakers representing various IDG business units as well as a number of agencies and vendors shared insights and facilitated discussion on topics ranging from "The Agency Perspective on the Web" to site design, auditing and revenue generation. Tom Evslin, AT&T vice president of WorldNet Service, was the guest speaker at the opening dinner where he told attendees about the moves

• CONTINUED PAGE 4 •

IN BRIEF

NW Sales Assistants Profit from Association

KAREN WALLACE

NETWORK WORLD'S FIRST SALES ASSISTANTS/SALES *Associates Meeting took place last month at Network World in Framingham to give the regional sales support staff an opportunity to meet one other and discuss issues including sales presentation development, computer software and hardware issues and employee survey results. Organized by NW Sales Associate* ***Debbie Lovell****, the one-day meeting resulted in several concrete plans including: quarterly conference calls to continue the information sharing, training for improved customer service, and unanimous agreement that the meeting become a regular annual event. Above (standing l-r):* ***Eleni Brisbois****,* ***Sharon Chin****, Deb Lovell (all from Framingham);* ***Beverly Davis*** *(Santa Clara, Calif.);* ***Tarji Murray*** *(Framingham);* ***Barbara Stewart*** *(Wayne, Penn.);* ***Tracie Brown*** *(Santa Clara);* ***Terry Sanders-Prentice*** *(Atlanta);* ***Tracy Pennell*** *(Irvine, Calif.);* ***Brooke Daniels*** *(Provo, Utah). (Seated, l-r):* ***Anna Caran*** *(Chicago) and* ***Jolene Springfield*** *(Framingham).*

IDG Newsletters Launches *PowerBook Companion*

Against the backdrop of this month's Macworld Expo/Boston, IDG Newsletter Corp. announced the launch of *PowerBook Companion*, a monthly newsletter that will provide tips, techniques and advice for users of Apple Macintosh PowerBook notebook computers.

The newsletter, which will be available in October, will cost $69 for a one-year subscription. It will be edited by **Scott Fields**.

PowerBook Companion joins the company's growing family of monthly print newsletters for computer users that includes: *Do It With Windows 95, Do It With Microsoft Office, Do It With Lotus SmartSuite, Do It With Lotus 1-2-3, Do It With Microsoft Publisher, Do It With Macintosh* and *The Notes Report.*

IDG Newsletter Corp.'s online offerings include: *TipWorld*, an online compendium of computer tips, news and gossip available at no cost at http://www.tipworld.com; *Wincaster* (http://www.wincaster.com), for Windows professionals; *and The Notes Report Online* (available via WORLDCOM).

IDG Newsletter Corp. hosts a Web site at http://www.idgnews.com.

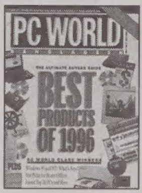
For more information, contact ***Joan McNeil*** *at tel: 617-422-8007 or via the Internet: joan_mcneil@pcworld.com.*

SHORT TAKES

IDG publications were well-represented in the Ad Age 300, an annual listing of the top 300 U.S. publications based on estimated advertising revenues (provided by CMR and based on the one-time national black-and-white page rate). *Computerworld*, *PC World* and *InfoWorld* made the top 50 and *Macworld*, *Network World*, *GamePro* and *CIO* also made the list, which is based on '95 revenue.

■ ■ ■ ■ ■ ■ ■

PC World Bangladesh **made its debut on local newsstands last month. Published under license by Information Services Network Ltd., the title is the first major IT publication in Bangladesh. The first issues of the monthly magazine will be distributed primarily as free promotional copies; but the company plans to have close to 2,000 paid subscribers within the year.**



PCW Bangladesh **is a collaboration between ISN, a software development and data processing company, and a small publishing group that produces a weekly political newspaper.**

■ ■ ■ ■ ■ ■ ■

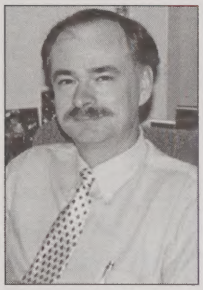
PC Advisor **has achieved a 35% increase in newsstand sales based on audited issues in November 1995 and May 1996. IDG Media expects the latest round of figures will put the *PC World* product line title at No. 4 in the U.K. market, which consists of seven primary competitors. Total audit issue circulation rose by 43.51% for the same period, and subscriptions were up by 412%. Total circulation stands at 83,504, including just under 7,000 subscriptions.**

■ ■ ■ ■ ■ ■ ■

Computerwoche **, the leading IT newsweekly in Germany, has sported a new look and new editorial columns since late June. In addition to a comprehensive Internet section, "CW in Practice" provides exclusive user reports describing how IT technologies can be used economically and with an eye toward future growth.**

Now printed on higher quality paper, *Computerwoche* has an updated design, with color codings to guide readers through the sections. Publisher Karen Giffhorn, Chief Editor Christoph Witte and their entire team contributed to the improvements.

ON LINE



DAVID HILL

The president of IDG International Publishing Services is this week's guest columnist.

INTERNATIONAL PUBLISHING SERVICES AT-A-GLANCE

- **Established: January 1986**
- **Location: Boston, Mass.**
- **Number of employees: 28 (including nine News Service correspondents in seven bureaus)**
- **Products/services: IPS handles licensing of IDG titles worldwide; IDG News Service; *IDG World Update***
- **Contact information: Tel: 617-423-9030; fax: 617-423-0712; e-mail: david_hill@idg.com**

Q What is International Publishing Services and what does it do?

A IPS has been around for 10 years. It operates support services that make the rest of IDG more successful. The IDG News Service gathers and distributes news of the IT industry to IDG publications worldwide. *IDG World Update* keeps the IDG family informed about company developments, best practices and significant accomplishments, and it promotes a sense of community in a highly decentralized company. Licensing services finds partners to publish IDG magazines around the world and provides them with support services to leverage IDG information resources and grow their businesses.

As an American who has been doing business in a vast array of different cultures over the years, can you tell us how you prepare prior to visiting a country whose customs and culture may be quite different from your own?

I learned long ago that almost everything in the guidebooks about how to behave or do business in other cultures is obsolete, incomplete or just plain wrong. The only thing you really need to operate in a new culture is an open mind. Watch what other people do and do likewise. If you make an obvious mistake, apologize. Be friendly and open, and do more listening than talking.

A point worth mentioning is the importance of food. There is probably nothing more important culturally around the world than eating someone's cuisine. Most people are very proud of their local food and consider it their responsibility to present you with the very best. No matter what it is or what it looks like, eat it! To reject the food is to reject that culture.

I know your group is responsible for licensing IDG's print titles around the globe. Are you also responsible for trying to license online publications/content?

Only in certain cases does an opportunity exist to license online publications in the way we license print publications. Many online publications are already freely available on the Internet, so demand to license them is nonexistent. SunWorld Online, for example, is available to anyone who cares to read it. For online publications with paid access only, we do see international licensing opportunities, and we will pursue them.

If the staff of an IDG publication is interested in a license in another country, must they go through your business unit or are they free to do their own deal?

All IDG publication licensing runs through IPS. It seems to work well this way for several reasons. After 10 years in this business we have a good deal of experience at negotiating licenses. We also have a support structure set up to handle the needs of licensed publications on a continuing basis. We achieve considerable economies of scale by handling shipping of publications and CDs and other support services out of one office.

One more added advantage is that with all licensing running through one office we know exactly what is licensed where, and we offer a unified IDG front to the rest of the world. If everyone did their own licensing, various product lines would be bumping into each other around the world and there would be inevitable conflicts.

What are the biggest challenges facing you and/or your company in the months ahead?

Undoubtedly our biggest challenge at IPS is responding to the needs of IDG businesses in the digital era. For years, the News Service had little to offer the monthly publications that were not focused on breaking news. Suddenly, every monthly has a Web site that needs fresh information daily. The News Service is now a key provider of content to the monthlies. Better global communications also offers the opportunity to share more kinds of information economically. The News Service staff is hard at work developing a graphics service that will be linked to the News Service and will distribute graphics worldwide.

The digital era likewise offers an opportunity for *IDG World Update* to spread knowledge, best practices and know-how via electronic means. *IDG World Update* will shortly be available via Notes and the Web. There will be an opportunity to offer far more information than can be carried in the printed product, and it will be available worldwide at the same time.

Finally, the family of IDG licensed and affiliated publications is charging into the digital era and can do so much more quickly and effectively with advice from IDG on what is working. As we have visited licensees around the world in the last year the first question has usually been, "What's happening on the Web and what should we be doing?" It is the function of IPS to give them advice that puts them ahead of the competition.

ONLINE MEETING

continued from page 1

his company is making to become a major player on the Internet.

Among IDG employees featured on the agenda were **Mike Rogers**, executive vice president, IDG Marketing Services; **Dan Doerner**, associate publisher and editorial director for Publish RGB; **Bill Reinstein**, senior vice president/business development, Network World; **Val Landi**, publisher, @Computerworld; **Chris Tacy**, vice president/development, ISG; **John Gantz**, senior vice president, IDC; **Victoria Anderson**, director, IDG Global Web Support Center; **Peter Horan**, president, IDG Marketing Services; **Thomas Gewecke**, publisher, PC World Online; **Chip Carmen**, Webmaster, Macworld Online; **Bob O'Donnell**, executive editor, InfoWorld Electric; and **Colette McMullen**,VP/sales and marketing, Web Publishing Inc.

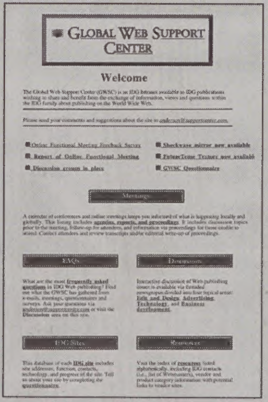
The first day of the meeting comprised a series of panel discussions, chaired by IDG employees and featuring a number of outside guest speakers. "The day was intended to provide outside perspective on how IDG publishing units should tackle many of the opportunities and developmental challenges of Web publishing," said **Tom Morgan**, ISG president. "Of particular interest, the issues of audit and ad revenue models, which are still clearly in a developmental phase, were challenged."

On day two of the meeting, open only to IDG personnel, the discussion focused on specific IDG online issues. With the arrival of the IDG Global Web Support Center, many of these issues will continue to be raised and resolved through online conversations. Summaries of these roundtable discussions are available on the GWSC site at: http://www.supportcenter.com.

Contact Victoria Anderson by e-mail at anderson@supportcenter.com to gain access to this internal Web site.

GLOBAL WEB SUPPORT CENTER GOES LIVE

IDG's Global Web Support Center is now up and running on the World Wide Web. The password-protected site is open to all IDG employees interested in exchanging information, opinions and questions related to any aspect of Web publishing. The URL is: http://www.supportcenter.com.



Managed by GWSC Director Victoria Anderson, the site currently contains various sections including:

- **MEETINGS. A calendar of conferences and online meetings around the world. It includes discussion topics prior to the meeting, follow-up for attendees, and summary information for those unable to attend.**
- **FAQS. A compilation of the most frequently asked questions pertaining to Web publishing at IDG. Visitors are encouraged to join in the threaded discussion area.**
- **DISCUSSION. Interactive discussion of Web publishing issues divided into four topical areas: Edit and Design, Advertising, Technology and Business Development.**
- **IDG SITES. A database of all IDG sites including addresses, function and contacts.**
- **RESOURCES. An index of cross-reference tools for the Global Web Support Center ranging from auditors to recent vendor news (new Web products) to white papers and contact information for IDG Web developers.**

Anyone who would like access to the site may contact Victoria Anderson at: anderson@supportcenter.com to request a password.

Take a picture… take a chance at fame and fortune!

IDG's 13th Annual International Employee Photo Calendar Contest

HOW TO ENTER:

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled (do not write directly on back of prints) with:
   - your name
   - business unit address
   - telephone and fax number
   - photo title
2. Submit photos as developed without retouching.
3. All entries must be received no later than September 15.
4. Send your photos to:

IDG World Update
31 Milk Street, Suite 210
Boston, MA 02109 U.S.A.

Cash prizes will be awarded to the top three photographers!

Job Opportunities

IDG

Monday, August 19, 1996

Account Executive (CW)
Computerworld has created a new opportunity for an Account Executive within ROP advertising sales in Burlingame, CA. The successful candidate will be responsible for qualifying leads, generating interest and closing business by establishing meaningful sales and service relationships with clients. Candidates should have the ability to manage the process of selling display advertising while performing in a highly interactive team environment. Qualified candidate must have PC and Internet experience and possess strong phone presence. Prior inside sales experience along with a bachelors degree necessary. Experience in publishing a plus. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Sales Assistant (CW)
Computerworld's Professional Development group has immediate openings for a Sales Assistant in our fast-paced, growing environment. We are seeking highly organized, detail oriented individuals with excellent computer skills. The ideal candidate will have 1+ year of administrative experience and the ability to support multiple sales territories. The primary focus of all our sales efforts are performed in Lotus Notes. Strong attention to detail and excellent communication/telephone skills is a necessity. Ability to function well in a deadline oriented department is an absolute must. College degree preferred.
Location: Framingham, MA
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

Director of Marketing (FCW)
The individual in this position will create marketing and promotion strategies and be responsible for tactical implementation of packing, marketing, and PR plans through the marketing team. Requires a BA/BS (Masters a plus) with at least 7-8 years of relevant marketing/publishing experience. Computer/trade book experience is preferred. Candidate must have strong oral and written communication skills and be results oriented. This position reports directly to the publisher. ***Location: Falls Church, VA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Sales Support Coordinator (IDC)
This position will provide administrative support in the Sales office. Responsibilities will include a variety of administrative duties - typing, filing, contract administration, mailings, heavy phone work, and client interaction. Must have 5+ years of general office experience and be dependable, professional, and have the ability to handle multiple tasks at the same time. Knowledge of Microsoft Word for Windows and cc:Mail necessary. ***Location: Austin, TX***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Associate Analyst, IRS/CIA (IDC)
IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, and semiconductor vendors. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The staff's Associate Analyst/Account Managers support a defined client franchise through both inquiry-on-call and proactive research support. The Analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include: client management, inquiry support, and custom project management (client driven & program specific). A critical element of this position requires building a knowledge base regarding all segments of the IT industry. In addition, the Analyst must also understand how to best apply IDC's resources in order to support individual client's needs. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Marketing Assistant (IDG/B)
The individual in this position will: write and update tipsheets for sales, research the market for new series/line extensions, assist in writing catalog copy for retailer catalogs; assist in designing new cover concepts for new series/line extensions, and assist in cover process, including writing positioning statement, editing cover copy, and working with marketing. Requires a college degree or equivalent experience in communications, marketing or related area with proficiency in computers as well as strong communication skills. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

National Accounts Analyst (IDG/IMS)
IMS is seeking a National Accounts Analyst to build multi-publication advertising proposals, develop negotiation strategies, analyze competitive investments, and communicate with clients and agencies for IDG's core accounts. To succeed in this fast-paced, dynamic environment, qualified candidates will possess the following essentials: superior quantitative, analytical, and written and oral communication skills; assertiveness; an interest in the hi-tech industry; an entrepreneurial spirit; and a strong attention to detail. BA/BS and 2 years of professional experience required. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Desktop Publishing Expert/Technical Writer (IDG/Newsletters)
In this position, you will help us write newsletters for users of desktop publishing and related software. To qualify, you'll have excellent writing skills, strong experience designing materials using programs such as PageMaker, Quark, Microsoft Publisher, Photoshop, and FreeHand. You'll also have excellent project management skills and the ability to produce high-quality work under strict deadlines. (This is not a desktop publishing position; this is a writing position. Please apply only if you're interested in writing articles that teach others the finer points of desktop publishing.) ***Location: Negotiable***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Editor (IDG/Newsletters)
In this position, you will edit and coordinate all daily tip content and work with the TipWorld creative team to ensure outstanding editorial content and timely delivery of the editorial product. Also, you'll write brief, daily tips on software such as Netscape Navigator, Microsoft Internet Explorer, and Windows95. To qualify, you'll have two years of editing and writing experience, preferably in a technical or daily news field, excellent communication and project management skills, and enthusiasm for electronic publishing.
Location: Negotiable
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Web Developer/Internet Expert (IDG/Newsletters)
In this position, you will be a key member of TipWorld's creative team. Experience developing killer web application with CGI, PERL, Java, and/or C++ is required. Familiarity with SOLARIS, NetScape, Commerce Server, Email server, and list server software is a plus. ***Location: Negotiable***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Desktop Publishing Expert/Production Assistant (IDG/Newsletters)
In this position, you will help us produce our series of monthly print newsletters, World Wide Web sites, and direct mail/advertising. To qualify, you'll have expert experience using PageMaker along with Freehand and/or Illustrator on the Macintosh platform. You'll also have strong design skills, and be comfortable with a deadline-oriented environment. Familiarity with web design tools like SiteMill and PageMill a plus.
Location: Negotiable
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Ad Sales Coordinator (IDG/Newsletters)
In this position, you will work closely with TipWorld's Ad Director, Publisher, sales reps, clients, and agencies to book and place advertising. You'll track and ship ad materials, create and maintain reports, and liaison with the TipWorld creative team. Exceptional organizational skills, the ability to handle a variety of tasks and personalities under the pressures of daily deadlines, excellent phone skills, and a working knowledge of either Microsoft Excel or Lotus 1-2-3 is required. 1-3 years experience in advertising preferred. ***Location: Boston or San Francisco***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

National Online Ad Director/TipWorld (IDG/Newsletters)
The Internet's #1 broadcaster of computer tips, news, and gossip seeks a manager to build and lead its advertising team. The qualified candidate will develop and implement sales strategies, establish and maintain strong agency and client relationships, forecast monthly and quarterly ad revenues, and personally manage key accounts. Candidate should have at least two years experience selling IT print or on-line advertising to major hardware and software companies and agencies. Regular travel required.
Location: Boston or San Francisco
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Circulation Specialist (IFW)
The individual in this position will assist with various circulation activities such as auditing list rentals and mailings, along with handling administrative duties. In addition, would be responsible for maintaining, monitoring, and fostering growth with InfoWorld's InfoQuote program. A good working knowledge of PowerPoint and Access is a plus. ***Location: San Mateo, CA***
Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Director Recruitment Division (IFW)
Reporting to the Publisher of InfoWorld, the individual in this position will be responsible for the overall leadership of sales management, market positioning/promotion, research, and strategic direction for this new division. Develops the strategic direction for the InfoWorld recruitment division including building an Internet-based recruiting strategy, developing campus-recruiting and job fair contacts. Must have 5-7 years experience within the recruitment industry with sales management experience. Successful candidate will be entrepreneurial, leadership oriented, and self motivated. ***Location: San Mateo, CA***
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Business Manager (IPS)
The individual in this position will be responsible for ensuring efficient and effective operations in all areas of IPS (News Service, Licensing, and World Update). Responsibilities include overall office and building management, financial management, human resource services, general administration, and new business development. Position manages a staff of three full time employees and a divisional budget of $4 million.
Location: Boston, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Copy Editor (NW)
Network World is seeking a Copy Editor to join our dynamic and hard-working copy-editing team! Responsibilities include editing section, news, and feature copy on-line, proofing pages, and editing graphics. 1-2 years experience necessary. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Editor, SunWorld Online (Web)
The individual in this position will develop and edit timely and high quality editorial copy for SunWorld Online. Main responsibilities include: participating with editors in planning editorial content; overseeing news article development at assignment and story conference stages; identifying, recommending, and assigning specific articles; writing and editing news regularly and as needed; and serving as the final reader on all copy as requested. Candidates must have: a minimum of 4 years editorial experience in computer journalism and publishing; a working knowledge of the workstation industry, especially applications, programming, and technologies; excellent writing, journalistic, analytical, and phone skills; and a working knowledge of a word processing program. Creativity, self-motivation, and the ability to work well with others a must. ***Location: San Francisco, CA***
Contact: M. Cappel, Fax: 415-267-1732, Phone: 415-267-1725, Email: mark.cappel@sunworld.com

Technical Editor, JavaWorld (Web)
The individual in this position will develop timely and high quality editorial content in JavaWorld, including news, feature articles, how-to articles, and columns, and will act as a representative of JavaWorld at trade shows, press conferences, and other meetings. Responsibilities include: participating with editors in planning editorial content; overseeing article development at assignment and story conference stages; and identifying, recommending, and assigning specific articles. Candidates must have a minimum of 4 years editorial experience in computer journalism and publishing; an understanding of Java and related programming languages and technologies; excellent writing, journalistic, analytical, and phone skills; and a working knowledge of a word processing program. Creativity, self-motivation, desire, the ability to learn and keep up with new products and technologies, and the ability to work well with others a must.
Location: San Francisco, CA
Contact: M. O'Connell, Fax: 415-267-1732, Phone: 415-267-1710, Email: michael.oconnell@javaworld.com

On-Line Advertising Coordinator (Web)
The individual in this position will coordinate on-line advertising for the web publications of JavaWorld, NetscapeWorld, and SunWorld Online. Main responsibilities include: acting as a liaison with advertisers and agencies to obtain advertising materials; verifying accuracy of ad materials to meet specs; posting on-line ads in publications; and monitoring and evaluating ad log files for accuracy, continuity, and trends in ad traffic for each publication. Candidates must have ad traffic experience, exposure to publishing production, and a strong knowledge and/or interest in Internet publishing. Must have excellent knowledge of Macintosh systems with graphical tools skills (Illustrator and Photoshop). ***Location: San Francisco, CA***
Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: Colette@wpi.com

Technical Editor, Netscape World (Web)
The Technical Editor will develop timely and high quality editorial copy in Netscape World including news, feature articles, how-to articles, and columns, and act as a representative of Netscape World at trade shows, press conferences, and other meetings. 4 years editorial experience in computer journalism and publishing with a knowledge of the Internet market required. Candidate must have excellent writing, analytical, and phone skills, a working knowledge of a word processing program, and the ability to work well with others. Creativity and self-motivation a must. ***Location: San Francisco, CA***
Contact: S. Lawton, Fax: 415-267-1732, Phone: 415-267-4599; Email: stephen.lawton@netscapeworld.com

Look for the complete list of job openings across IDG next week!
Visit the IDG Home Page at www.idg.com for a complete listing of job openings!

A PALATIAL PLACE

Protea Hall's location at the Hungarian Palace of Art is tied to IDG Hungary's involvement in the 1996 Internet World Exposition. The exposition, billed as "a world's fair for the information age," is a year-long online expo with pavilions for information and entertainment (http://park.org). Its purpose is to get more people involved in the Internet, foster international cooperation and spark advances in technology, according to the organizers at Internet Multicasting Service in Washington, D.C.

As part of the expo, more than 50 countries have pavilions that showcase the cultural and business aspects of their nations. After a Hungarian government official read *PC World Hungary's* article about Internet World Expo last year, he asked IDG Hungary to create a Hungarian pavilion. Hungary is 1100 years old this year. To mark the anniversary, officials decided to hold a "virtual expo" on the Web, and called on IDG Hungary to create the site (http:www.idg.hu/expo). The government contract of approximately US$150,000 has made the project one of the best sources of non-reader revenues for IDG Hungary this year.

As the Hungarian government and IDG Hungary debated how to show the Hungarian Pavilion to as large an audience as possible, including those who didn't have access to the Internet, General Manger István Bíró's idea for Protea Hall began taking shape. Protea Hall became the physical and official site for the Hungarian Pavilion, and the government supported its location at the Hungarian Palace of Art. With many sections of the Hungarian Pavilion devoted to art and history, its residence within a museum is a natural home.

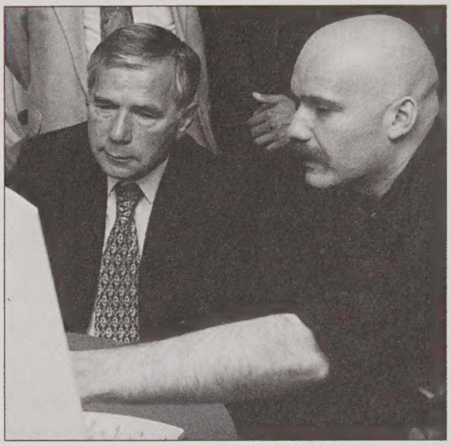
CYBERCAFE

continued from page 1

The name "protea" is not tied to anything at the Hungarian Palace of Art. Rather, protea is the name of a tropical flower that **István Bíró**, general manager of IDG Hungary, saw in Hawaii, where he first began thinking about the idea of a cybercafe.

Since it opened in late April, Protea Hall has attracted individuals who know little about computers as well as IT aficionados who don't have regular access to the Internet.

Visitors can browse among and buy IDG Hungary's magazines and books and purchase Internet-related accessories, such as virus protection software. Most of the products are Hungarian made. Only companies that have paid a fee to sponsor Protea Hall can have their products sold on-site.



DURING THE GRAND OPENING OF *Protea Hall, Hungarian Prime Minister Gyula Horn (left) and* ***András Nyro****, editor-in-chief of IDG Hungary's online publication, Internetto, check out the Internet.*

On-site assistance

Six computers are available for people to search the Internet and test selected software. IDG Hungary's **George Gazdag**, assisted by other IDG Hungary staff members, serves as the host of the cafe and helps visitors navigate online. The computers have been loaned to IDG Hungary by a company that pays a sponsorship fee.

Visitors can download Internet files, print them out or save them on floppy disks purchased at the hall (to guard against computer viruses). Frequent users can also set up their own e-mail boxes at the hall, and special mail software has been installed to handle large numbers of e-mail subscribers. There is an hourly fee of US$3.00 for Internet or e-mail use.

So far, the Hall has been crowded with enthusiastic visitors. "It is a great experience to see how some people start out feeling tentative — even hostile — toward the computer and then gradually become familiar with it," Bíró said. "We've learned a lot from this experiment. It has been a way to have direct, immediate contact with our readers, and we are also building relationships with an even larger base of potential readers."

INTERNET EXPO
PROTEA TEREM
MŰCSARNOK

Although IDG Hungary doesn't reap any revenue from food or drink sales at the museum's cafe, the company does not have to pay rent for the coffee shop space. It splits the revenues from the retail and online activities with the palace. In addition to the crowds and sales revenue, another measure of Protea Hall's success is the number of inquiries Bíró has received about establishing more Protea Hall outlets on a franchise basis.

For more information contact István Bíró at tel: 361-156-2582; fax: 361-156-9773; LotusNotes: Istvan Biro; or Internet: ibiro@idg.hu.

WELCOME TO IDG CENTRAL

IDG Central

WELCOME TO IDG CENTRAL

Coming Soon to a Screen Near You!

NOTEWORTHY

PROMOTIONS

Previously a senior analyst at IDC in Framingham, Mass., **Ellen Julian** has been promoted to research manager, IT Training and Education Services. "From the time Ellen initiated the program in 1994 it has been a big success, and Ellen has done an excellent job in positioning herself as one of the key industry experts in the training and learning market," said **Paul Johnston**, director, Consulting and Management Services.

IDG WORLD UPDATE

NEW EMPLOYEES

Morris Effron has accepted the newly created position of IS director for IDG International Publishing Services in Boston. He was most recently the MIS director for National Cable Communications. A New York City native, Morris has a B.A. in philosophy from Yale University. He plays squash and reads contemporary fiction in his free time.

EFFRON

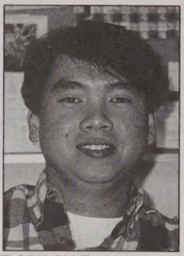
IDG WORLD UPDATE

Also at IPS, **Ed Golden** has joined the IDG News Service as news editor. An Associated Press veteran, Ed worked at AP's Boston bureau as a day supervisor and reporter. He has a B.S. degree in communications from Indiana University and enjoys gardening, coaching soccer and reviving his long-dormant softball and basketball skills.

GOLDEN

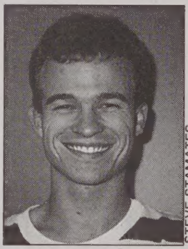
IDG WORLD UPDATE

Ronald Paulino is the inventory controller at *InfoWorld* in San Mateo, Calif.. He previously worked in a similar capacity as a material controller at Raychem Corp. Ron has a B.S. in industrial management engineering from De La Salle University in the Philippines, and he is pursuing an M.S. in telecommunications management at Golden Gate University. Outside the office, Ron can be found on the golf course.


PAULINO

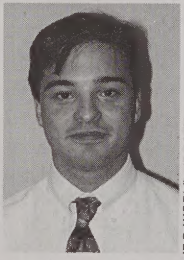
STEVE STAMATES

Brad Morrey has been hired as a product analyst for *InfoWorld*'s Workgroup Solutions team, having worked as a contractor for therm since April. He has a B.S. in mechanical engineering from the University of California/Berkeley and enjoys volleyball, photography and backpacking.


MORREY

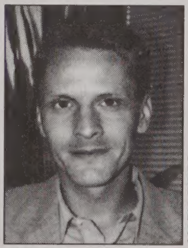
STEVE STAMATES

Al Mucci has joined the IDG Corporate Support Center in Boston as the network technology specialist. Before joining IDG, Al was the network administrator at MathSoft, Inc. Car racing and motorcycling are Al's favorite leisure-time pursuits.


MUCCI

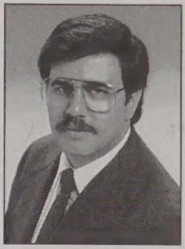
IDG WORLD UPDATE

Development Editor **Michael Koch** will be working for the Computer Press Group at IDG Books Worldwide in Foster City, Calif. Michael recently held a similar title at Prima Publishing's entertainment division. He has a B.A. in English and linguistics and an M.A. in media arts. A jazz and movie buff, Michael also takes the occasional bike ride.


KOCH

MARIA BIBBS

Web Publishing in San Francisco welcomes two staff members. **Stephen Lawton** is the editor-in-chief of *NetscapeWorld*. He was previously editor-in-chief of Cahners' *Digital News & Review*, and his roots at that publication extend back to 1986 when he joined the then-IDG-owned *Digital News* as Los Angeles bureau chief. Stephen has a B.A. in journalism from California State University/Northridge and spends his off hours with his family and rebuilding and configuring computers.


LAWTON

Account Executive **Kent Wu** is handling online media ad sales for Web Publishing. He has a B.S. in marketing from San Francisco State University and spends his off hours biking, playing baseball and shooting pool.

WU

CAROL STROLLE

Valerie Crawford has signed on as a copy editor in IDC's publications department. She recently had similar responsibilities working on business journals at Worcester Publishing. Valerie has a B.A. in communications from the University of California/San Diego.

ADDRESS CHANGE: IDG CZECHOSLOVAKIA

IDG Czechoslovakia has moved to a new office. The address is:

IDG Czechoslovakia a.s.
Seydlerova 2451/11
155 00 Prague 5
Czech Republic

Tel: 42-2-57-088-111
Fax: 42-2-6520812

Managing Director Vitezslav Jelinek can be reached directly at tel: 42-2-57-088-152.

Computerworld Editor Zbysek Bahensky can be reached at tel: 42-2-57-088-130.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Francis Benedict - IDG

TWELVE YEARS
Judy Sutter - PC World
Barbara Lewis - PC World

TEN YEARS
Gregory Boren - InfoWorld
David Hill - Int'l Publishing Svcs.

NINE YEARS
Sandra Kupiec - Network World
Luis Camus - PC World

EIGHT YEARS
Phyllis Borden - IDC
David Card - IDC
Christie Sears - Network World
Doreen Ferguson - Computerworld

SEVEN YEARS
Brad Christenson - IDC
Nancy Robinson - Network World

FIVE YEARS
Simon Salamon - IDC/LINK
Colin Ungaro - Network World
Bobbie Cruse - Network World

FOUR YEARS
Dag Karlsson - IDG Norway
Shane Rau - PC World
Gene Gable - Publish
Alice Tam - IDG Hong Kong
Patrice Desmedt - IDG France

THREE YEARS
Edwin Wilkins - IDC
Janicke Hagelien - IDG Norway
Linda Schmid - InfoWorld
Gail Nelson - Macworld
Thierry Parisot - IDG France

TWO YEARS
Cathy Burgyan - GamePro
Judith Hodges - IDC
Hon Walker - PC World
Tom Grimshaw - InfoWorld
Kim Farance - IDG Books
Judy Doyle - Computerworld
Patrice Aron - IDG France
Sophie Vincent - IDG France

ONE YEAR
Robin Green - IDC
Danielle Levitas - IDC
Espen Agdestein - IDG Norway
Michael Hiatt - Network World
Gabrielle Mitchell - PC World
Osman Güngor - IDG Turkey
Shelley Lea - IDG Books
Jesper Danscher - IDG Denmark
Sean Huxley - IDG Media

IDG Steps up to the Corporate Challenge

The Chase Corporate Challenge, held this year on July 25, is one of the largest road races in the Boston area, with over 10,000 participants. As in past years, IDG was well represented, with a team of almost three dozen runners and walkers.

The IDG team was led by **Rick Miller** of IDC's publications department, who finished the 3.5-mile course in 18 minutes and 14 seconds, placing among the race's top 20 finishers. IDC Analyst **Bob McCullough** finished in 20:42 and **Kathie Sturtevant** of IDG Corporate Accounting led the IDG women's contingent with a time of 31:27. **Noelle Bonin** of IDC's publications department crossed the finish line with a time of 32:37.

All Boston area IDG employees are welcome to participate in the 1997 event. For information on next year's race, contact team captains Bob McCullough at tel: 508-935-4198, ***Lynda Fitzpatrick*** *at tel: 508-935-4403 or your HR representative.*

IDG
AN INTERNATIONAL DATA GROUP COMPANY
4289
1739

THE IDG TEAM TOOK TO THE STREETS OF BOSTON IN LAST MONTH'S CORPORATE Challenge road race. IDC Copy Editor **Rick Miller** was among the top 20 finishers in a field of 10,000. Kneeling (l-r): **Chris Whelan, Brian Donovan, Jennifer Threatt, Ellen Jullian, Tim Clarke, Tom Lahive, Pauline Chounard, Noelle Bonin, Julie Lynch.** Standing (l-r): **Glen Kunene, Ted Julian, Matt Toolan, Lynda Fitzpatrick, Bob McCullough, Jim Brown, Molly Higgins** and **Danielle Volpe.** Not pictured: **Lorraine Cosgrove, Richard Dean, Jim Falanga, Ken Fuller, Mark Gomes, Mark Hanson,** Rick Miller, **Marlo Matoska, Tarji Murray, David Rines, Barbara Rothwell** and **Kathie Sturtevant.**

?? IDG ITRIVIA ??

Tagline Trivia

Taglines — those pithy phrases that adorn the covers of many publications helping to clarify the target audience and reinforce the editorial mission — can become almost as well known as the title itself. Who, for instance, does not think of *The New York Times* whenever they hear, "All the news that's fit to print"? Or, how about the *International Herald Tribune*'s "The World's Daily Newspaper?" And of course, there's the venerable, "Published weekly for IDG employees worldwide." Below are the taglines for many of IDG's U.S. publications. Can you match them with the correct title? An *IDG World Update* sweatshirt awaits the employee whose correct entry is selected in a random drawing on Sept. 23. All other employees who submit correct entries will also win prizes!

1. The Magazine for Electronic Publishing Professionals
2. The Complete Guide to Computer Gaming
3. The Newsweekly of Enterprise Network Computing
4. The Voice of Client/Server in the Enterprise
5. The #1 Multiplatform Gaming Magazine
6. The Essential Guide to DOS and Windows
7. The Newspaper of Information Systems Management
8. Where Distributed Computing Meets Business Objectives
9. The Magazine for Information Executives
10. The Newspaper for Influential Users and Volume Buyers of Federal IT
11. The Executive Resource for Doing Business on the Net
12. Making the Internet Easy
13. The Macintosh Authority
14. Bonus question: Which (California-based?) IDG print publication does NOT have a tagline?

Choose From These Titles

CIO, Computerworld Client/Server Journal, Computerworld, Network World, InfoWorld, DOS World, PC World, GamePro, Macworld, I•Way, PC Games, Publish, Federal Computer Week, WebMaster

To Enter

Match each publication with its tagline. Then e-mail or fax your answers, with your mailing address, to *IDG World Update*. E-mail: world_update@idg.com; fax: 617-423-0712. Entries must be received by **Monday, Sept. 23.**

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 35

August 26, 1996

IDG PRESIDENT KELLY CONLIN ANSWERS YOUR QUESTIONS
PAGE 3

WHAT'S SO FUNNY AT THE CYBERCAFE? TELL US!
PAGE 8

PICK UP YOUR CAMERA! THE DEADLINE FOR THE IDG PHOTO CALENDAR CONTEST IS SEPT. 15. SEND IN YOUR MASTERPIECES!

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

FROM THE BACK ROOM TO THE BOARDROOM

IDG executives share tales of their humble beginnings

They may hold jobs of heavy responsibility and awesome power now, but many of IDG leaders entered the working world under far less glamorous circumstances. Who would have guessed, for example, a dishwashing dropout would go on to invent Ethernet? Or that the person who now heads up three online publications for IDG got his start as a ketchup cook? And how about the man who helped bring IDG to Slovenia, but once upon a time earned his keep pumping chemical toilets at a summer camp? Read on for more of the strange but true adventures of the early careers of some of IDG's leading lights!

All Washed Up

Bob Metcalfe, VP/Technology

My first job was to be a six-week stint wash-ing pots in the mess hall at Boy Scout camp for $600. Now, this was a big Boy Scout camp on New York's Long Island, so the pots were big, too — something like 50-gallon drums. After a few days of Brillo-ing the morning pots, with burned on oatmeal crust, just in time to begin scraping the lunch pots with burned on spaghetti, they gave me the evening pots to gouge out the burned-on mashed potatoes. I quit after a week, went home in disgrace — my entire good-for-nothing life ruined — and frittered away that summer reading science fiction and playing tennis.

SCRUB
SCRUB
SCRUB

SCOTT MAGOON

•CONTINUED PAGE 4•

Computerworld, IMS Announce Key Management Changes

In a move that will provide two of IDG's most respected senior managers with opportunities to tackle new challenges, IDG has announced that **Mike Rogers** will become executive vice president and publisher of *Computerworld* while **Kevin McPherson** will become executive vice president of IDG Marketing Services. The changes are effective today.

Rogers, previously executive vice president of IDG Marketing Services, has been with IDG since 1992. Prior to that, he spent more than 20 years in marketing and advertising, primarily in information technology.

McPherson, a 15-year IDG veteran, most recently served as executive vice president and publisher of *Computerworld*.

Both Marketing Services and *Computerworld* are entering periods of growth and change, noted IDG President **Kelly Conlin**. "This is an opportune time to give Mike and Kevin the opportunity to enrich their careers."

Computerworld is positioning itself for its next phase of growth and success in the marketplace. "As we enter a next-era of computing and a brand-new

•CONTINUED PAGE 7•

IDG Reaps 22 Business Press Editors Awards

IDG publications took home 22 awards from the American Society of Business Press Editors' 18th Annual Excellence Competition.

The awards for outstanding work in editorial and design were given out at a banquet in Chicago earlier this month.

IDG titles swept the News Series category and logged six first place awards, among other achievements. Seven publications took home awards: *Macworld* (7), *PC World* (6) and *Computerworld* (6), *Federal Computer Week* (2) and *CW Client/Server Journal* (1).

NEWS SERIES

Computerworld (first place)
"Win 95 Off and Running,"
February/March/May/July/August 1995
by Computerworld staff: Jaikumar Vijayan, Chris DeVoney, Lisa Picar-ille, Cheryl Gruber, Stuart Johnston, Jeffrey Gordon, Michael Fitzgerald, William Brandel, Elizabeth Heichler

Computerworld (second place)
"Lotus on the Block,"
June 12, 1995
by Suruchi Mohan, Michael Fitzgerald, Lisa Picarille, Craig Steadman, Kim Nash, Laura DiDio

PC World (third place)
"Intel's Pentium Processor Family"
January/March/April/May/July/October/December 1995
by Eric Knorr, Laurianne McLaughlin, Russell Glitman, Jeff Bertolucci, Harry McCracken, Andy Reinhardt

SIGNED EDITORIAL

Macworld (second place)
"The Lion and the Mouse: State of the Mac"
December 1995
by Adrian Mello

HOW-TO ARTICLE

PC World (first place)
"Who's Afraid of Windows 95"
September 1995
by Dan Miller, Sharon Crawford, Charlie Russel and Dan Gookin

BEST TECHNICAL ARTICLE

Macworld (second place)
"The Color You Expect"
May 1995
by Deke McClelland

PC World (honorable mention)
"Troubleshooting Tips: When Plug and Play Won't Work"
December 1995
by Kirk Steers

NEWS SECTION

PC World (second place)
"Top of the News"
September 1995
by Doug Barney, Andy Reinhardt, Laurianne McLaughlin, Michael Nadeau, Scott Spanbauer, Joe Abernathy, Richard Overton

Macworld (third place)
"News and Power Mac News"
December 1995
by Galen Gruman, Cameron Crotty, Cathy Abes

REGULAR COLUMN

Macworld (honorable mention)
"Desk Top Critic"
August and November 1995
by David Pogue

FEATURE ARTICLE

PC World (third place)
"Invasions of Privacy"
November 1995
by Jeffrey Rothfeder

COMPUTER-GENERATED INFOGRAPHICS

CW Client/Server Journal (first place)
"Document Management"
February 1995
by Stephanie Faucher, John Baxter/Acme Design Co.

Macworld (third place)
"How Apple Makes QuickTime VR Feel Real"
July 1995
by Arne Hurty/Informational Graphics

FRONT COVER -TABLOID

Federal Computer Week (second place)
Aug. 7, 1995
by Margot Dunn, Victoria Martin, Kristina Owlett

CONTENTS PAGE

Macworld (first place)
December 1995
by Leslie Barton, Scott Peterson, Robert Perry, John Bleck, Matsu Ross, Doug Ross, Joanne Hoffman, Sylvia Benvenuti

Computerworld (second place)
"Campus Edition"
Oct. 31, 1995
by Janell Genovese, Eric Yang, David Fremont, Katherine Lambert, Steve Voit Will Van Overbeek

OPENING PAGE/SPREAD: DEPARTMENT

Computerworld (first place tie)
"In Depth - Swamp Thing"
Aug. 7, 1995
by Janell Genovese, Wayne Vincent

Computerworld (honorable mention)
"Managing - Buried Alive"
Dec. 11, 1995
by Tom Monahan, David Clark

FRONT COVER - PHOTO

Federal Computer Week (third place)
"Government Best Buys"
May 22, 1995
by Margot Dunn, Rich Frasier

OPENING PAGE/SPREAD: FEATURE

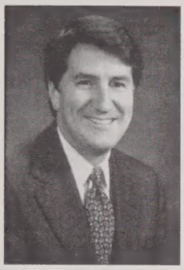
Macworld (first place)
"Works vs. Works"
November 1995
by Tim Johnson, Glen Mitsui, Kent Tayenaka

PC World (honorable mention)
"Windows 95: The Verdict Is In"
August 1995
by Carolyn Perot, Jeff Berlin

FRONT COVER - NON-PHOTO

Computerworld (second place)
"The Global 100"
May 1, 1995
by Tom Monahan, Kevin Irby

ON LINE



KELLY CONLIN

The president of IDG is this week's columnist.

Q What does Wall Street's lukewarm reaction to C|Net's initial public offering (at this writing the stock has declined every day since the IPO—after a modest 20% rise on the first day of trading—and is now trading at about its offer price) say about the future of Web and online publishing? Does such a cautious valuation shed any light on the value of IDG's online publishing efforts around the world?

A C|Net has been much more successful in attracting press attention than revenue. In the company's last quarter, for example, they reported revenue of less than $3 million; in that same quarter, IDG's revenues will be well over $300 million. In fact, C|Net's expenses exceeded their revenue by more than $4 million in the latest quarter.

Of the roughly $25 million that was raised at the company's IPO, $8 million has been allocated to a television project and capital expenditures. Since their loss this year will be in the $15 million range, they are likely to run out of cash in a year or less. The result is that they must either substantially increase their banner advertising revenue or hope their stock price goes back up so they can raise more cash. The scope of their ambition—reflected in their rapidly growing cost structure — outstrips the value customers find in their product.

IDG is investing as much if not more in our own online efforts, but we are doing so through the power of brands that readers have trusted for as long as 30 years. We have to remember that this is not a sprint, but a marathon, and only by relying on our deep tradition of understanding reader needs — whether they be readers of newspapers or online services — can we build a sustainable business model. Too much of the attention today is on the technology, and not enough attention is on determining what readers find truly useful and in shaping online products with as much care and sophistication as is done with print publications.

The real winner will be neither companies that rely solely on their print products, nor companies, like C|Net, that are exclusively online. The winners will be those that provide complete information solutions, through a trusted brand, that use each medium for its particular strengths in supplying to the defined target of technology buyers a complete "decision support system" for making intelligent decisions about how to manage, evaluate and buy information technology in the future.

C|Net may indeed be a niche player in the future, but IDG successfully competes against thousands of niche players around the world.

With Macworld Expo running here in Boston earlier this month, there was obviously lots of advertising and news coverage. The Macworld brand got lots of good visibility, but I have yet to see the IDG name connected with anything to do with Macworld. The only name I've seen associated with Macworld is MHA Event Management. Why doesn't the company use such a high-profile event to get some name recognition for IDG?

The main customers of Macworld Expo —the attendees—identify with the brand of the show—*Macworld*—just as readers of *Computerworld* identify with the publication name. Few of our readers know or care who the publishing company is — they care about the quality of the contents. So, too, with Macworld Expo. The attendees understand that it is the premier event for the Macintosh community, and who provides the infrastructure is irrelevant. That's why you see all of the emphasis on the brand name of the show.

Exhibitors for a show, or advertisers for a publication, do, however, have a relationship with the organizer or publisher. They want to leverage their scarce marketing dollars as effectively as possible, and their spending levels are often influenced by the reputation for quality of the organizer or publisher. That is why IDG includes its name and logo on exhibitor marketing materials for all of its shows—including Macworld. MHA Event Management, which operates the sales and logistics for this particular show, also includes their name on any materials for the show since they are the principal contact point.

It is important we communicate wherever appropriate the IDG name, which is why we expect that any member of the IDG family of companies include the tagline "An IDG Company" and the IDG logo on any relevant marketing material.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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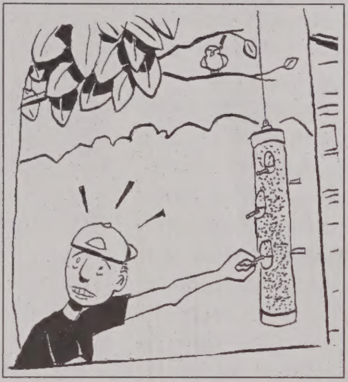
Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

BACK ROOM TO BOARDROOM

continued from page 1

Working for Peanuts

Andrew White, Group Publisher, Laurentian Technomedia Inc.



SCOTT MAGOON

I got my first job while I was in high school in Feltham, England. At the sound of the bell, I would hop on my bicycle and cycle like the dickens about seven miles to a local pet shop where I would work in the back shed (which got pretty cold in winter) filling up large plastic bags with straw and small plastic bags with rabbit food and bird food until the store shut. Many was the time, in fits of desperate hunger, that I would be forced to pick peanuts out of the bird food to keep me going — and all for $8 a week!

Stop the Presses

Jeff Meers, President, IDG Marketing Services/EMEA

My first real job — an internship at the *Chicago Sun Times* — was arranged for me while I was attending university. As "the new kid," I was given all the worst jobs — crawling along a filthy floor to oil the presses in the mezzanine springs to mind — but as an Englishman, I did at least enjoy "novelty" status. The bonus was I got to see the presses make history; one memorable front page read: "Nixon Impeached." I was much younger then!

Dummies in the 'hood?

John Kilcullen, President, IDG Books Worldwide

During college, I worked as an all-night security guard at a semi-abandoned school on West 54th Street near 12th Avenue in Manhattan, protecting a few nuns while school was out. Because the job was so unappealing (graveyard shift, long commute) it paid more than the Bronx assignment I had, so I volunteered to take it because I needed the money to pay for school. Little did I know there was a shooting gallery and crack den next door, making security impossible. Moreover, the only "security devices" were bent nails acting as door locks. I barely lasted two weeks. Shortly after I left this job, someone was murdered and stuffed in the basement refrigerator of the same building I had attempted to protect. Consequently, I decided to pursue a somewhat safer career in book publishing — a decision I don't regret.

"Rewards" of a College Education

Tatiana Hinova, Managing Director, IDG Bulgaria

In 1977, I was the top female graduate of Bulgaria's Chemical University. At that time, the government placed college graduates in jobs. As a reward for being a good student, I was placed in a "top job" at a pharmaceutical company where I was put to work on the second shift in the data entry department. I was responsible for entering information tracking the company's daily production of aspirin. I had never done this kind of work before, my working day was practically a night, and I only managed to complete 15% of the workload on my first day. I lasted a month before I was sent to East Germany for 45 days of training. All my co-workers could see how well my university education was serving me!

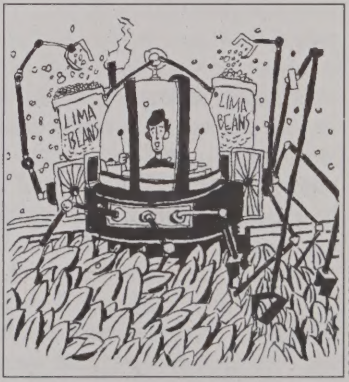
A Qualified Success

Deb Goldstein, President, IDG List Services

My first job in publishing, several hundred years ago, was processing qualification forms for Boston-based *Digital Design* (now defunct — no fault of mine!) in a room that had no windows, no air and few humans. They promoted me into the circulation department as they were seeing psychotic tendencies due to my lack of stimulation and fresh air. I took the job because I had recently quit art school and I needed a job. (I was going for a second degree in jewelry-making but the art nazi I was studying with, and the realization that I was no Paloma Picasso, led me to rethink my career choice.) At the time I was eating lots of Kraft macaroni and cheese dinners, but that first job, I realize now, was really a gift.

A Bean Counter from Way Back

Kirk Campbell, President , International Data Corp.



SCOTT MAGOON

In the summer of 1969 I was 16 years old and living in California's Central Valley, where the average daily temperature was 105 to 115 degrees Fahrenheit, when I got a job as a driver on a lima bean harvester. For those of you who haven't had the pleasure, a lima bean harvester is a very large moving contraption with conveyer belts and machinery flying in all directions as it consumes the plants in its path and ends up with a bin of beans. It was an incredibly hot, dusty and dull job. The next summer I made a career change and became a lifeguard at the local pool. Same temperature but unlimited free ice cream and swimming.

Volume 1, Number 3

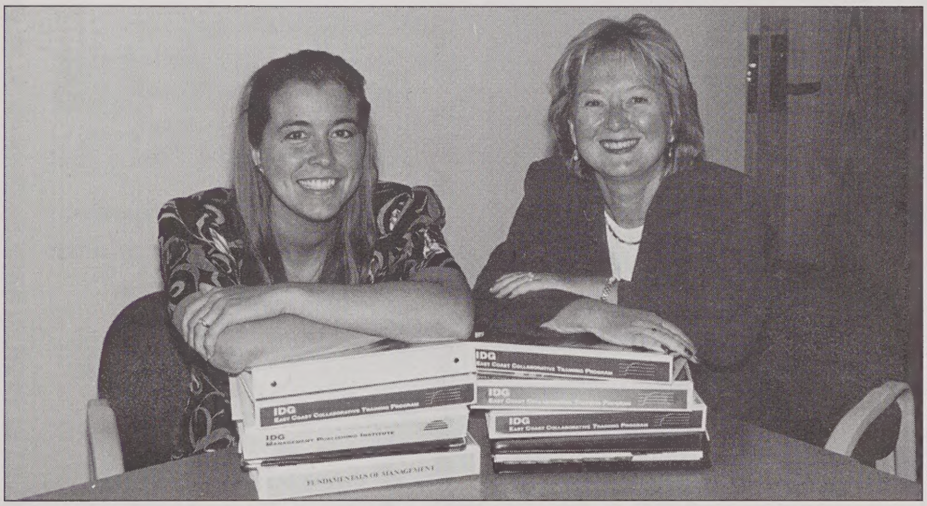
August 26, 1996

IDG U.S. UPDATE

Incorporating IDG World Update's Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDG's East Coast HR Group Steps Up Training Focus



IDG WORLD UPDATE

HUMAN RESOURCES STAFF MEMBERS JULIE LYNCH (LEFT) AND MARY REBECCHI ARE *teaming up to provide enhanced training services to IDG employees on the East Coast.*

IDG's Corporate Human Resources department has recently reallocated its own human resources to allow two full-time staff members to focus exclusively on meeting the training and development needs of its East Coast-based clients.

Heading up the two-person effort is Training Manager **Julie Lynch**, who will work with IDG clients to develop customized, business-unit-specific training programs. Training Coordinator **Mary Rebecchi**, formerly IDG HR assistant, will assume responsibility for overseeing the East Coast Collaborative Training Program, the general calendar of course offerings familiar to East Coast employees. In addition, Rebecchi will maintain the department's Audio/Visual library and the Trainers and Consultants database.

"These changes have been undertaken in response to feedback we have received from the annual employee survey as well as a needs assessment Julie conducted earlier this spring," noted VP/Corporate HR **Martha Stephens**. "We continue to hear from employees who are interested in receiving more tailored, on-the-job training that relates to the specific needs of the individual business units."

Lynch, who is currently working with several business units to develop customized training programs, will also devote a significant portion of her time to measuring the effectiveness of those programs. "We will be following up with detailed evaluations, asking people in the months following training how they are applying what they learned and what if anything they are doing differently as a result of the training."

The new structure is intended to allow

• CONTINUED PAGE 3 •

INROADS Promotes Diversity and Excellence

Four college students in a competitive internship program contributed their enthusiasm and hard work to IDG business units this summer. This was the fifth year IDG has participated in INROADS, a program that prepares talented minority youth for professional careers in business and industry by forging partnerships with sponsoring companies that hire and train the interns.

IDG WORLD UPDATE

DAMM

Students in the INROADS program must be at the top of their classes academically and exhibit leadership skills. The summer internships are just part of the students' involvement in the program, which includes training workshops and community service during school semesters and continues throughout the students' college years.

STEVE STAMATES

RICHARD

Second year INROADS students **Maximo Damm** and **Victoria Richard** were based at IDG's Credit Department in Framingham and at InfoWorld's Human Resources Department, respectively. Damm, a sophomore at American University, worked with

• CONTINUED PAGE 3 •

IDG Raises More than $50,000 for AIDS Services on Both Coasts

IDG EMPLOYEES FROM SAN FRANCISCO-AREA BUSINESS UNITS ASSEMBLE FOR A *group photo in Golden Gate Park. On July 21, 88 IDG walkers raised $12,392, exclusive of corporate matches, for local organizations that assist people with HIV and AIDS. IDG's fundraising tally was the 38th largest among corporate participants in the San Francisco walk, and the IDG team was among the top 50 in size. IDG has been a co-chair of the San Francisco walk for the past four years.*

IDG and its Greater Boston-area employees once again made a significant contribution to the annual "From All Walks of Life" fundraiser. The 10-kilometer walk, which took place in June, benefits organizations that help people with HIV and AIDS.

IDG raised $39,000 this year from employee's pledge cards, corporate matches, and IDG's $5,000 corporate contribution to the Boston-based AIDS Action Committee. IDG is the AIDS Action Committee's third largest corporate sponsor, and in the past seven years the company and its employees have contributed more than $250,000 in the fight against AIDS.

Laura DiDio, senior editor, news at *Computerworld*, was IDG's top fundraiser with $14,000, including matching funds. Twenty-five IDG walkers participated this year.

This year IDG extended a helping hand to the MetroWest AIDS Consortium, a Framingham-area organization, by underwriting their walkers' T-shirts and their transportation costs to and from Boston.

401 (K) ENROLLMENTS DUE

Reminder to all current and new participants in IDG's 401(k) plan:

August 30 is the deadline to submit re-enrollment forms. Please be sure to complete both the Enrollment/Investment Election Authorization form and the Beneficiary form.

Completed forms should be given to your Human Resources representative.

Take a picture... take a chance at fame and fortune!

IDG's 13th Annual International Employee Photo Calendar Contest

HOW TO ENTER:

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled (do not write directly on back of prints) with:
   - your name
   - business unit address
   - telephone and fax number
   - photo title

2. Submit photos as developed without retouching.

3. All entries must be received no later than September 15.

4. Send your photos to:

IDG World Update
31 Milk Street, Suite 210
Boston, MA 02109 U.S.A.

Cash prizes will be awarded to the top three photographers!

Job Opportunities

IDG

Monday, August 26, 1996

Public Relations Manager (CIO)
The individual in this position will develop and implement the annual public relations plan for CIO Communications in order to position, differentiate and promote the company's new business initiatives, products, services and programs to the media. Responsibilities will include developing and maintaining the home page on CIO's website, the press contacts data base, and relationships with key business, publishing and marketing/advertising trade media. This individual will also develop and implement special events for press and/or customers, and manage the "press clipping" process. Ideal candidates will possess a B.A. in Communications, Journalism, or related field, a minimum of 8 years experience in public relations management and proven media contacts in the IT publishing environment. Qualifications should also include, strong news and feature writing skills, experience in developing and executing press/customer events and experience in cyberspace media relations techniques and practices.
Location: Framingham, MA
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

News Researcher (CW)
The news researcher is responsible for working with the news editors and writers to develop integrated print/on-line packages that add value to the news content of Computerworld. This information will most likely include links to on-line resources, forums and chat sessions and packages of on-line resources for publication in print. Candidates should have a college degree, 2-4 years of writing and/or editing experience, a solid background in research and understanding of the Internet and on-line services. HTML experience preferred but not necessary. ***Location: Framingham, MA***
Contact: B. Fink, Fax: 508-875-8931, Phone: 508-879-0700, Email: Bob_Fink@cw.com

Research Manager, Consulting Services (IDC)
Candidate must have a minimum of eight to ten years of experience in the consulting or research field, including a strong understanding of consulting methodologies. Also must be knowledgeable about business process reengineering, change management, top consulting players, and unique differentiators for success in consulting. Strong analytical writing, interviewing skills, presentation skills, and quantitative skills required. An MBA or advanced degree is preferred. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Research Manager, Services Outsourcing (IDC)
Candidate must have strong analytical and writing skills and knowledge of the IT outsourcing market. Also must have experience with systems integration, market research/consulting and have a strong understanding of finance. Minimum of 6 years experience, preferably in information services. MBA preferred. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Research Analyst, Government Market Services (IDC)
The individual in this position will run the Federal Clients and Servers CIS, which addresses: installed base, shipments, market shares and vendor strategies for PC-class and RISC-class computers in the federal government market. Responsibilities include: working with vendors and federal agencies to acquire critical source data; quantitative and qualitative modeling and analysis of this data to produce complete, timely, accurate, concise and insightful written research; and, effective communication of results in both one-one-one and in group presentation settings. Knowledge of the PC and RISC technology.
Location: Falls Church, VA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Manager, Order Services Development (IDG/B)
The individual in this position will be responsible for customer satisfaction in the day-to-day support functions that the company relies upon to effectively service all of its customers. This individual will be instrumental in developing an organization which supports the functions of Order Entry, Customer Service and Technical Support. A college degree is required, preferably in business administration or management with a thorough knowledge of all aspects of order services. Operation start-up experience a valuable asset. Book publishing background desirable. Knowledge of computer technical support a plus.
Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Senior Editor (IFW)
Infoworld is looking for an energetic, senior editor to cover networking technologies and the way they are implemented in business. This individual must have a proven ability to break news and a keen interest in the technology they cover. A minimum of three years reporting experience either at a daily newspaper or in a computer trade publication required. ***Location: Seattle, WA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Production Assistant (ISG)
This position will be responsible for section production and graphics creation using designing templates, preparing game screenshots, video clips, and other media; and will assist with web-based event coordination. Candidates must be fluent in web-related technologies (Unix literate, HTML, etc.) and graphic techniques Photoshop 3.0. Must be able to work independently, have excellent communication skills and pay attention to details. Knowledge and interest in current computer and console games a plus.
Location: San Mateo, CA
Contact: C. Neumann, Fax: 415-286-6799, Phone: 415-312-0501, Email: human_resources@factory.net

Editorial Assistant (NW)
NWW currently has an opportunity for an editorial assistant to provide clerical and research support for a busy editorial department. If you are a self motivated individual who can work well with a variety of projects, handle multiple tasks and type with accuracy, then this is the opportunity for you! Familiarity with word processing systems necessary. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Associate Layout Editor (NW)
This individual will be part of a team that is responsible for all aspects of page production in the editorial department. You will work with members of section teams to arrange stories and graphics on pages and calculate lengths. In addition, you will track art and copy through the production cycle. The ideal candidate will be detail-oriented, have excellent proofreading skills and have strong sense of organization and deadlines. Bachelor's degree in journalism or related field required. Experience in PC makeup or QuarkXpress essential. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Technical Analyst (ISG)
This position will provide daily administration of ISG's Netware and Microsoft NT file servers and data/telecomm services as well as to support end-users with the solution of Macintosh and Winodws hardware, software and printing problems. Candidates should have 1 year LAN management (Microsoft NT preferred) and 3 years experience with end-user support. Must have knowledge of: Internet, Web experience including HTML formatting, and the use of telnets, NFS, and FTP clients.
Location: San Mateo, CA
Contact: C. Neumann, Fax: 415-312-7878, Phone: 415-312-0501, Email: human_resources@factory.net

Visit the IDG Home Page at www.idg.com for a complete listing of job openings!

Complete Listing of Job Openings

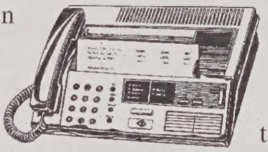
BU	CATEGORY	TITLE	LOCATION	CONTACT	PHONE	FAX
IDG/B	Sales	Director, National Accounts	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Support Coordinator, CPG Mktg.	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Systems	Dir. of Voice & Data Communications	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	Product Technical Support Representative	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Product Technical Support Representative, PT	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Supervisor, Product Technical Support	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Systems Analyst	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/CSC	Exec	Circulation Development Manager	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSC	Exec	General Manager, IDG Web Advertising Service	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSC	Exec	Publisher, Web Shopper	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSC	Finance	Corporate Finance Specialist, PT	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Mktg	Director, National Accounts	Stamford, CT	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	National Accounts Analyst	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newslett	Edit	Desktop Publishing Expert/Technical Writer	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newslett	Edit	Editor	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newslett	On-Line	Web Developer/Internet Expert	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newslett	Prod	Desktop Publishing Expert/Production Assistant	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newslett	Sales	Ad Sales Coordinator	Boston or San Fran	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newslett	Sales	National Online Ad Director/TipWorld	Boston or San Fran	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IFTW	Circ	Director of Circulation, PC Games	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Circ	Dir. Circulation, GamePro Media Group	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Circ	Subscription/Fulfillment Specialist, PC Games	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Edit	Copy Editor/GamePro	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Exec	Editor In Chief, PC Games	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Expo	Show Manager, E3	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Sales	National Ad Director, PC Games	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFW	Circ	Circulation Specialist	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	On-line Production Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Reviews Editor	San Mateo, CA	S. Bames	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Editor	San Mateo, CA	S. Bames	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Editor	Seattle, WA	S. Bames	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Features/Electric Editor	San Mateo, CA	S. Bames	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Writer	San Mateo, CA	S. Bames	P: 415-525-3464	F: 415-312-0668
IFW	Mktg	Advertising Manager/Enterprise Networking Edition	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Prod	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Account Executive/Inside Partner (3)	San Mateo (2), Irvine (1)	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Director Recruitment Division	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFW	Sales	InfoMarket Account Manager	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Systems	Analyst, Enterprise Solutions Team	San Mateo, CA	S. Bames	P: 415-525-3464	F: 415-312-0668
IFW	Systems	PC Support Specialist	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IPS	Admin	Receptionist	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Operations	Business Manager	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
ISG	Admin	Customer Support Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Edit	Managing Editor, Club Production	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Prod	Production Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Systems	Technical Analyst	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
MAC	Admin	Ad Sales Administrative Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	Sales	Account Executive	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
NW	Admin	Operations Assistant	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Art/Design	Graphic Designer	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Editorial Assistant	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Exec	Vice-President, Information Systems	Framingham, MA	M. Cometta Brown	P: 508-820-7474	F: 508-820-3340
NW	Prod	Associate Layout Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Inside Sales Representative (2)	MA & CA	M. Cometta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Senior District Sales Manager	Santa Clara, CA	M. Cometta Brown	P: 508-820-7474	F: 508-820-3340
NW	Systems	Webmaster	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PCW	Admin	Administrative Assistant	San Francisco, CA	C. Cox	P: 415-978-3277	F: 415-974-7316
PCW	Edit	Associate Editor	San Francisco, CA	C. Thorton	P: 415-974-7475	F: 415-442-1891
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Edit	Executive Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-974-7316
PCW	Exec	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Rsch	Research Manager	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Account Representative	Negotiable	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
Publish	Edit	Copy Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Edit	Reviews Editor	San Francisco, CA	J. Widman	P: 415-978-3294	F: 415-975-2613
Web	Edit	Editor, SunWorld Online	San Francisco, CA	M. Cappel	P: 415-267-1725	F: 415-267-1732
Web	Edit	Technical Editor, JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
Web	Edit	Technical Editor, Netscape World	San Francisco, CA	M. McCarthy	P: 415-267-1727	F: 415-267-1732
Web	On-Line	On-Line Advertising Coordinator	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web	Systems	Webmaster	San Francisco, CA	D. Bumette	P: 415-243-4188	F: 415-267-1732

Complete Listing of Job Openings

BU	CATEGORY	TITLE	LOCATION	CONTACT	PHONE	FAX
CCI	Art/Design	Graphic Designer	Peterborough, NH	J. Engel	P: 603-924-7271	F: 603-924-7013
CCI	Systems	MIS Associate	Peterborough, NH	J. Engel	P: 603-924-7271	F: 603-924-7013
CIO	Art/Design	Ad Traffic Coordinator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-460
CIO	Exec Progs	Manager, Program Development	Framingham, MA	P. Reilly-Lemire	P: 508-935-4734	F: 508-935-460
CIO	Exec Progs	Program Marketing Coordinator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Public Relations Manager	Framingham, MA	P. Reilly-Lemire	P: 508-935-4734	F: 508-935-4600
CIO	Sales	WebMaster Sales Product Champion, West Coast	San Francisco, CA	P. Reilly-Lemire	P: 508-935-4734	F: 508-935-4600
CIO	Sales	WebMaster Telemarketing Representative	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Admin	Console Operator	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Art/Design	Graphic Designer	Framingham, MA	T. O'Connor	P: 508-820-8566	F: 508-879-3760
CW	On-Line	News Researcher	Framingham, MA	B. Fink	P: 508-879-0700	F: 508-875-8931
CW	Sales	Account Executive	Irvine, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executive	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executive (2)	Framingham, MA	T. O'Connor	P: 508-820-8566	F: 508-879-3760
CW	Sales	Account Executive (2)	Framingham, MA	T. O'Connor	P: 508-820-8566	F: 508-879-3760
CW	Sales	Sales Assistant	Framingham, MA	T. O'Connor	P: 508-820-8566	F: 508-879-3760
CW	Sales	Sales Associate	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Coordinator	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
ExecuTrain	Admin	Administrative Assistant	Atlanta, GA	C. Brame	P: 770-667-7700	F: 770-569-1281
ExecuTrain	Admin	Administrative Assistant	Atlanta, GA	C. Brame	P: 770-667-7700	F: 770-569-1281
ExecuTrain	Misc.	Course Developer	Atlanta, GA	P. Burns	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Technical Course Developer	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
ExecuTrain	Mktg	National Marketing Manager	Atlanta, GA	S. Segars	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Sales	Product Line Sales Support Manager	Atlanta, GA	S. Wilson	P: 770-667-7700	F: 770-664-2006
FCW	Mktg	Director of Marketing	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	PR	Reporter	Falls Church, VA	J. Connelly	P: 703-876-5115	F: 703-876-5126
FCW	PR	Reporter	Falls Church, VA	J. Connelly	P: 703-876-5115	F: 703-876-5126
FCW	Systems	Senior Technical Analyst	Falls Church, VA	C. Marsan	P: 703-876-5123	F: 703-876-5126
ICE	Finance	Finance/Business Manager	Framingham, MA	P. Reilly-Lemire	P: 508-935-4734	F: 508-935-4600
IDC	Admin	Sales Support Coordinator	Austin, Tx	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Associate Editor, The Gray Sheet	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Mgr	Program Manager, Scanners	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Mgr	Research Manager, Consulting Services	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Mgr	Research Manager, Services Outsourcing	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Analyst/Sr. Analyst, Latin America	CA or FL	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Associate Analyst, IRS/CIA	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Director, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-461
IDC	Rsch	Product Manager, CD-ROM	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Program Manager, Software Support and Integration Services	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Analyst, Government Market Services	Falls Church, VA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Assistant, PT	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Director, Services	Europe	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Research Analyst, Optical Storage	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Research Analyst, Tape Storage	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Sales	Consulting Account Executive	Mt. View, CA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Sales	Consulting Account Executive	Austin, Tx	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Systems	Web Server Administrator	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC/LINK	Rsch	Senior Research Analyst, Electronic Gaming	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	HR	Human Resources Assistant	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG	Legal	Paralegal	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Systems	Programmer Analyst	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600
IDG Central	Operations	Director, Facilities & Operations Services	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Global C	Systems	Network Administrator	San Mateo, CA	J. DeBalko	P: 415-312-0565	F:
IDG Global C	Systems	Systems Specialist	San Mateo, CA	J. DeBalko	P: 415-312-0565	F:
IDG/B	Admin	Catalog Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Admin	Receptionist	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Edit	Acquisitions Editor	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Acquisitions Editor, Dummies	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Project Editor, Dummies Press (3)	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Expo	Events Coordinator, Channel Marketing	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Finance	Credit Analyst	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Distribution Fulfillment Analyst	Indianapolis, IN	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mgr	Acquisitions Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mgr	Manager, Order Services Development	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Mktg	Catalogs Coordinator, Channel Marketing	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Director of Brand Marketing	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-32
IDG/B	Mktg	Marketing Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-524
IDG/B	Sales	Account Executive	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Account Representative	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Channel Specialist, Channel Marketing (2)	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Direct Account Executive	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Director, Export Sales	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206

"How May I Help You?" IDG Improves Receptionist Survey

IDC Government, FCW Government Technology Group, ExecuTrain and IDG Books Worldwide in Foster City, Calif., emerged as the top performing business units in the annual IDG receptionist survey.



Conducted for the first time by IDG Research Services in Framingham, this was the first year the annual receptionist survey used a formal evaluation process to provide consistency and measurable results.

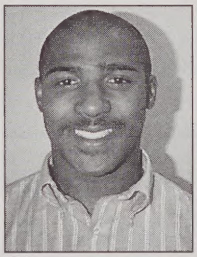
Receptionists were evaluated based on how well they answered the phone, how they answered a basic question (the company's mailing address) and how they handled an inquiry (where to get information about IDG). Since some business units have multiple people answering the phone, the study measured how well each company, rather than individual receptionists, handles calls.

Overall, calls to IDG offices are being answered promptly and professionally in a friendly and unrushed fashion. However, the results showed improvement needs to be made in certain specific areas, such as the manner in which callers are put on hold. The study concluded that IDG should establish uniform quality standards for receptionists, incorporate the standards into a formal training program and evaluate receptionists at least quarterly.

INROADS

continued from page 1

Corporate Credit Manager **Amy Hanania** and Assistant Credit Manager **Ken Fuller**. Richard, a senior at the University of California/Berkeley, worked with Vice President of Human Resources **Donna Vieraitis**.



KELLY LYNCH

SHINE

Lloyd Shine and **Claudia Rodriguez** spent their first summer as INROADS interns. Shine, a junior at Saint Mary's College, worked at Infotainment World's accounting department under the direction of Accounting Coordinator **Terry Gerrig**. Rodriguez, who will be a freshman at Brown University in the fall, was an IDC staff member in Framingham under the tutelage of **Carol Glasheen**, research manager for Personal System and Workgroup Applications, and **Eileen O'Brien**, director of the Terminals Program.

IDG WORLD UPDATE

RODRIGUEZ

Students and managers alike reaped benefits from the program. "Claudia was a great asset to our department," Glasheen said. "Her primary project was to write a vertical market report based on our global IT data. She also wrote a bulletin on the worldwide adoption of emerging technology, and both of those pieces will be published later this year. Her day-to-day assistance was invaluable, too. We'll miss her!"

Rodriguez came into the program with little computer experience but quickly mastered Excel and Word. "I had never done any research projects like this before, but I really enjoyed using the library, making calls to verify data, and writing," Rodriguez said. "It was useful work — not just copying papers."

Students who return to their sponsoring companies typically work in a different department each summer to gain exposure to various aspects of the business.

TRAINING

continued from page 1

the Corporate Human Resources group to better understand the specific needs of its clients and to design effective training and development programs with measurable results, Lynch added.

TRAINING AND CONSULTANT DATABASE OFFERS POOL OF IDG-TESTED TRAINERS

One of the biggest problems facing business units looking to set up a training program for employees is finding qualified, competent trainers. To assist in this effort, the IDG Corporate Human Resources department several months ago undertook an effort to set up a Trainers and Consultants database that will be available shortly.

The database contains the names of trainers who have been employed by IDG business units, the topics in which they have expertise, where and when they were used, reference names and brief evaluations from the hiring managers. Trainers and consultants with expertise in management, professional and personal development as well as sales training are included. Currently there are some 50 individuals listed in the database.

The database will be available to IDG HR professionals this fall via Lotus Notes, and Training Coordinator Mary Rebecchi can assist anyone interested in locating a trainer in a specific area. Rebecchi is also interested in hearing from anyone who would like to recommend a particular consultant or trainer to be added to the database. Contact her via tel: 508-935-4504; fax: 508-935-4600 or e-mail: mary_rebecchi@idg.com.

IDG WORLD UPDATE's Local Loop

FOR SALE

- **1984 Nissan Sentra**, 5 speed. 111,000 miles. Many new parts, including belts and hoses. Excellent running condition. $650 or best offer.
  - Liz Hecht, CIO, 508-935-4450, lizhecht@cio.com

- **San Francisco Mission District home.** Three bedroom, 1.5 baths, large living room w/fireplace and bay window, formal dining room parquet floors throughout, large kitchen with breakfast room, recording studio w/iso booth (can be used as home office), two-car garage, landscaped yard w/rose bushes and fruit trees. $289,000.
  - Patricia Carberry-Harris, Macworld, 415-978-3233

- **1993 Hyundai Scoupe**. 46,000 miles, bright red, overdrive automatic, air, stereo cassette, 30+ mpg, very good condition. $5,300 or best offer.
  - Paul Fitzpatrick, IDG Research Services, 508-370-0855

- **Graco Duo stroller**. Navy blue, excellent condition. $50.
  - Cheryl Crivello, Network World, 508-875-6400, ext. 403

- **Berkshire timeshare**. The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. Week #27 (early July) and week #41 (mid-October). $8,000 for both weeks. Call for details on single week sale.
  - Harriet Karas, IDG, 508-872-8200

- **1991 Toyota Corolla**. Excellent condition. White, 5-speed. AM-FM cassette. 80,000 miles. $5,900 or best offer.
  - Anne-Marie Praetzel, Publish, 510-526-8549 (after 5 p.m.)

- **16ft. Sunbird 1990 Bowrider**. 70HP Johnson motor, power trim and tilt, oil-injected, pull-out stereo, depth finder, skis, kneeboard, matching trailer. Looks and runs great! Price reduced to $5,600 or best offer.
  - Maureen Page-Preble, IDG International Publishing Services 603-329-7118 (after 5 p.m.)

FOR RENT

- **Cape Cod cottage, Brewster, Mass**. Two bedrooms, deck and large yard. Quarter mile walk to beach. Available in September. $450/week.
  - Greg Wilska, IDC Government, 703-876-5171 gwilska@idcg.com

MARRIAGES

Oliver Chin (Macworld) married Amy Ma on August 18 in Berkeley, Calif.

Linda Devine (IDC Publications) married James Stone on June 29 in Framingham, Mass.

Send your ads in by September 17 in order for them to appear in the September 23 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

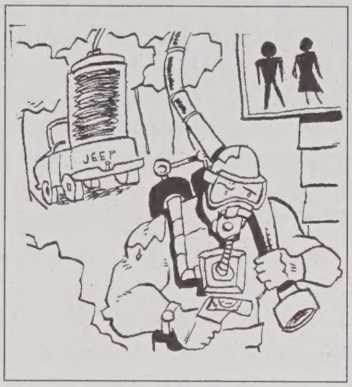
Your name: ____________________

Business unit: ________ Tel: __________

Send to:
IDG World Update
fax: 617-423-0712
e-mail: world_update@idg.com

The Things We Do for Love

David Hill, President, IDG, International Publishing Services



SCOTT MAGOON

In 1973 I spent the summer working at a children's summer camp run by my future father-in-law. Among the least glamorous of my responsibilities was pumping out the chemical toilets. We had a big holding tank mounted on the back of a jeep with a hand pump attached. We drove around the campground to each toilet, opened it up, stuck a big hose in and pumped away. Dubbed the pit crew, we wore coveralls, gloves, etc. Clothespins on the nose were optional. When we finished, everything we were wearing went right into an industrial-strength washing machine and we scrubbed down with soap and shampoo strong enough to dissolve...well, never mind. After pumping that stuff, it was never a problem to pump out enough copy to fill a newspaper, magazine, newsletter or anything else!

An Early Brush with Bristles

Jim Martin, President, InfoWorld Publishing Corp.

My first job out of college in 1971 was with an import/export firm in Philadelphia — N. Wagman & Sons on Front and Erie Streets near the docks (I took the Erie Street Trolley to work, believe it or not). The company imported 100% pure hog bristle (hair) from 20 different countries around the world — including Poland, Germany, India and Taiwan — for use in the best natural bristle brushes and paint brushes made in this country. We also bought bristle from The People's Republic of China via our London office, but couldn't import it into the U.S. since this was before President Nixon's secret trip to Beijing. I was responsible for creating letters of credit, producing import paperwork and shipping papers, setting up bonded warehouse documentation, and negotiating the multi-million dollar purchases in the various foreign currencies needed to complete the transactions through correspondent banks around the world. Unfortunately, Mr. Wagman liked his office staff to "get close to the product," which in my case meant spending one or two days per week working in a stifling Philadelphia dockside warehouse without air-conditioning hauling around 80-pound wooden crates of hog bristle, opening them up to check for larvae infestation, unpacking and weighing the products, pulling samples for our customers and then repacking the boxes and placing them back in inventory. I learned a lot about global business, but I also came to really appreciate DuPont and its work with synthetic nylon bristles! It put Wagman out of business, but it also got me into advertising in New York, and I haven't thought about pure hog bristles since.

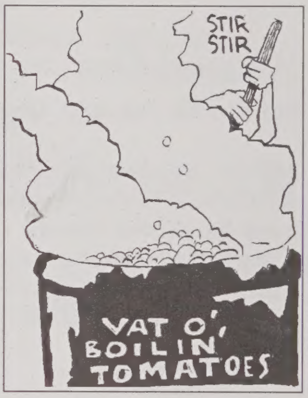
Strange but True

Gary Beach, President, Computerworld

My first job in the business world was as project director for a research company called Hagen Communications in New Jersey in 1973, and my very first project was to measure the impact of an event called the "Computerworld Caravan." The Caravan was a traveling road show that *Computerworld* hosted in the early '70s. My job was to measure customer satisfaction among attendees after the Caravan visited a particular city.

Double, Double Toil and Trouble

Michael McCarthy, President, Web Publishing Inc.



SCOTT MAGOON

I've had a few memorably awful jobs early in my career, but the worst had to be ketchup cook for HJ Heinz in an ancient plant in Salem, N.J. I worked the night shift —12 hours a night seven days a week, in August, when the average night temperature was 92 degrees. We dressed in multiple layers of clothing to protect ourselves from the splattering, boiling ketchup. Each of my 12 pots would boil off 240 gallons of steam during every 15-minute cooking cycle. The steam was so thick we couldn't see, and it always seemed to be raining from the rafters. But it paid $1.42 an hour, so how could I refuse? As my old sergeant used to say, I'd put on a wooden bill and go peck feed with the chickens before I'd do that again.

The Power of the Press

Paul Molenaar, Managing Director, IDG Netherlands

Among my many responsibilities as a reporter for a regional daily paper in the Netherlands was preparing short news items, drawn from the local new services, to be read on a local television news program. The job required arising at the gruesome hour of 5 a.m., opening the office, making the coffee, and trying to piece together enough material (it was, after all, still very early in the day!) for the broadcast. With only 100 viewers at most and no copy editor to go over my text, temptation soon got the best of me and I began inserting relatively harmless made up items. One day I got carried away and announced that one of our local heroes — a singer of national fame — would be signing autographs at a particular department store. Apparently all 100 viewers talked to their daughters, who talked to their friends and in the end the department was flooded with teenage fans. Although management did force me to apologize publicly, I somehow held onto my job for a while longer. It was an early lesson in the power of electronic publishing!

•CONTINUED PAGE 6•

Client Server

Pat Kenealy, CEO, PC World Communications

In 1976, I got my first summer job as a technical editor at GML Corp., a tiny Lexington, Mass., research company that published looseleaf directories of all the computers and peripheral models in the world. Among our clients were IDC and *Computerworld.* I learned huge amounts about computer technology by transcribing vendor spec sheets and entering data onto an Entrex minicomputer. I once counted that I transcribed 4,000 spec sheets during one summer break. I'm sure I stuffed at least that many envelopes during another summer at GML learning the basics of directory circulation marketing. It was while working at GML that I first met **Pat McGovern** — I was a paid guest at the 1977 IDC briefing session!

Spaced Out

Pat Ferrell, President, IDG Expos/West

While attending American River College in Sacramento, Calif.,, I worked as a Burn's security guard, and my assignment for several months was to direct tomato trucks at the Campbell's soup plant just outside of Sacramento. I gave the trucks a number and then flagged them into the unloading area as space became available.

All in the Name of Science

York von Heimburg, Managing Director, IDG Magazine Verlag

I was a student and my money had almost run out. To survive, I volunteered to participate in an experiment conducted by the college's medical department. The experiment was designed to gauge the impact of smoking on men's fertility. The pay was DM 150. I figured this would be a great amount to earn every day, and no need to work weekends. I was very disappointed when they told me they needed my help only one time. Although I can't tell you the outcome of the experiment, I do have two kids and am a passionate non-smoker!

Hard Up Start-Ups

Gene Gable, President, Publish

My first several jobs in publishing were for start-up operations that were considerably undercapitalized. While the enthusiasm and dedication in these operations were admirable, the lack of hard cash ultimately led to unhappiness, frustration and failure. I also had the misfortune of working for someone with a substance abuse problem (two different times, actually), which resulted in sporadic, unpredictable leadership and much emotional heartache among the employees. All of these experiences have helped me appreciate the stability and democracy of working for a larger company!

Weighing Her Options

Martha Stephens, VP/Corporate Human Resources

When I was 17, I spent the summer helping out in my dad's OB-GYN practice. Among my many and varied duties were taking blood pressures, ferrying urine samples down to the lab and weighing pregnant women. It was always a challenge trying to size up a woman as she approached the dreaded scales and wondering if I should start that big weight on the 100-lb. or 150-lb. mark. I got lots of practice soothing hormone-enhanced emotions at an early age!

Down on the Farm

Marion Kibbee, VP/Corporate Services

When I was 14, I spent the first of three summers working in the tobacco sheds of a Connecticut farm. We worked from 7 a.m. to 4 p.m. The work was dirty, hot and boring, but they paid us well! My boss quickly discerned my talent and put me to work on a stitching machine, sewing together tobacco to be used for cigar wrappers. As I recall, there weren't even any good-looking guys to gaze at. After my third summer, I discovered the business world and decided having my own office was the way I wanted to go!

SCOTT MAGOON

Bringing Home the Bacon

Jim Connell, President, Connell Communications

At 13 I got my first job helping out at a small grocery store close to my home near London. I worked after school from 4 to 6 each evening and on Saturdays. My job was to deliver groceries on a bike with two enormous wicker baskets front and back to the "posh" houses in the neighborhood. Stacking shelves, boning a side of pig, and serving customers was just a start. Within six months I had talked Edgar Inwood, the owner, into teaching me bookkeeping, so at 14 I was able to increase my earning power by producing weekly and monthly trading accounts for the business. I look back fondly on Edgar as a man with a great heart, who took time and trouble to mentor a young schoolboy, teach him the fundamentals of business and the importance of customer service. The job also fostered a competency in mechanics, since, because of the hilly area in which I lived, I had a vested interest in working out how to rebuild the gear system to boost the efficiency of the normal breaking system. Believe me, riding a bike with two baskets on and the best part of a 100 pounds of groceries, you soon learn that a brick wall is not a way to stop going downhill!

TV Time Out

Istvan Biro, General Manager, IDG Hungary

During my years at the University for Electronic Engineering I had to find a job to help defray my expenses so I learned about television repair and got an excellent job as an on-call TV repairman. I worked from 6.30 p.m. to 11 p.m. or as long as the TV transmitter was online. I began in 1964 during the Tokyo Olympics and hung up my tool belt in 1968 when I graduated.

Traveling Salesman

Jim Casella, Chief Operating Officer, IDG

My first job out of college actually got me started in my publishing career. I joined Appleton-Century-Crofts a division of the Meredith Corporation in 1971, as a salesperson in their college textbook division. I planned to move to the editorial side, as an acquisition editor after a year or so on the road, but found that I loved the sales side of the business and my career path was established! John Kilcullen and I may be the only two IDG employees that began their publishing careers as "college travelers."

Easy Come, Easy Go

Ralph Peter Rauchfuss, Managing Director, Computerwoche

Before I found my true calling and earned my degree in publishing, I spent Monday, Tuesday and Wednesday evenings working in the service garage of a car rental agency. Thursday and Friday I sold insurance. On Saturday and Sunday I spent all the money I earned during the week.

THANK YOU!

The staff of IDG World Update would like to thank Scott Magoon, editorial assistant for the IDG News Service, for his artistic contributions to this vocational compilation.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS

Eileen O'Brien - IDC

TWENTY YEARS

Ingrid Schmid - IDG Germany

TWELVE YEARS

Siegfried Reich - IDG Germany

ELEVEN YEARS

Hans Peter Nitzsche - IDG Germany

TEN YEARS

Miklos Horvath - IDG Hungary
Jens Jørgen Krag Hansen - IDG Denmark

NINE YEARS

Kevin Greene - Publish
So-Fong Yip - Macworld

EIGHT YEARS

Agnes Radnoti - IDG Hungary

SEVEN YEARS

Viola Farkas - IDG Hungary
Krisztina Selmeczi - IDG Hungary
Eva Szegvari - IDG Hungary
Irmgard Meyer - IDG Germany
Marie-Jose Madelrieux - IDG France

SIX YEARS

Anna Tse - IDG Hong Kong
Roar Nerdal - IDG Norway

FIVE YEARS

Zsuzsanna Balogh - IDG Hungary
Maria Grazia Tripodi - IDG Italy

FOUR YEARS

Hermann Apfelböck - IDG Germany
Alexander Deindl - IDG Germany

THREE YEARS

Pearl Chan - PC World
Cheryl Stephenson - PC World

TWO YEARS

Claudia Regina Damas - IDG Brazil
Toshiyuki Takashima - IDG Japan

ONE YEAR

Amancio Delgado - IDG Spain
Yoko Kakimoto - IDC Japan

CW, IMS

continued from page 1

decade — our third — Mike's success in driving sales of all of IDG's portfolio of publications to its largest accounts, coupled with his track record in information technology marketing, will make him a powerful advocate for *Computerworld*," said Computerworld President **Gary J. Beach**.

IDG Marketing Services is focusing on creating a global organization to derive competitive advantage from the company's family of industry-leading publications, expos and research companies while continuing to compete within the challenging media environment, Conlin noted. "Kevin's 15 years of experience with IDG and his professional sales management skills will help IMS continue its five-year record of success."

"During his career at IDG, Kevin has developed an outstanding reputation for creating effective partnerships with customers," said **Peter Horan**, president of IDG Marketing Services. "As we continue to expand the range of services offered by IDG's marketing group, Kevin's experience and enthusiasm will be welcomed."

"Although these changes are being implemented quickly in order to enable Mike and Kevin to have as much time as possible to work with their new teams to prepare for the fall selling season that is right around the corner, it is important to understand that the decisions are the result of careful consideration and discussion among everyone involved," Conlin noted. "We believe that this an exciting opportunity for Mike and Kevin, Computerworld and IDG Marketing Services and another important step in the ever-closer partnership between IMS and IDG's publications."

OFF LINE

It's that time again!

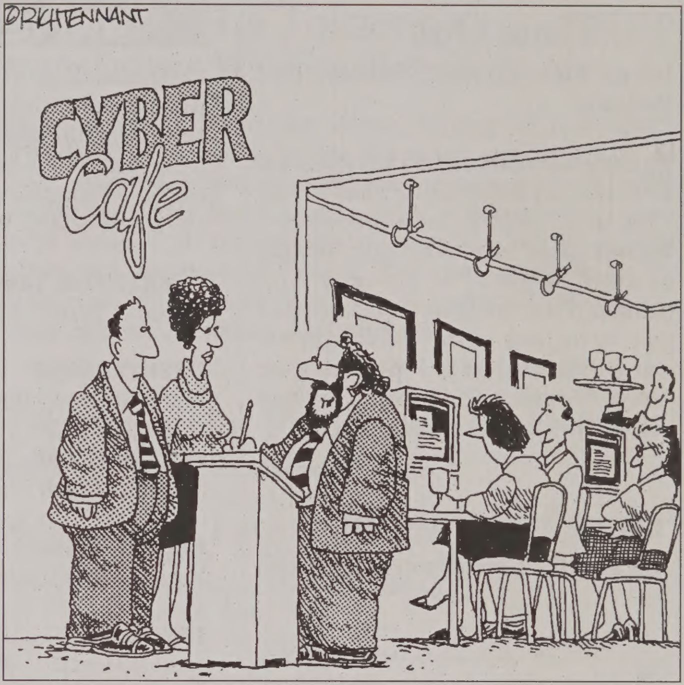
Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Sept. 24.

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, Version 2.0, or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive IDG World Update magnetic pens.

Fax your creations to 617-423-0712 or e-mail them via Lotus Notes (World Update) or the Internet (world_update@idg.com).

Have fun!



IDG editors interested in purchasing Rich Tennant's cartoons for use in their publications can contact Rich via the Internet at the 5wave@tiac.net.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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September 2, 1996

NETWORK WORLD LITE KEEPS HIGH-TECH MARKETERS CURRENT
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ON LINE: KIRK CAMPBELL, IDC PRESIDENT, DISCUSSES THE IDC VISION 2000
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TIETOVERKKO EDITORS RUN IN SIX-DAY MARATHON THE LENGTH OF FINLAND
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Civic.com Targets State and Local Government Buyers

FCW Government Technology Group has announced it will publish the first print magazine and Web site designed for volume IT buyers in U.S. state and local government.

The Falls Church, Va.-based publisher of *Federal Computer Week* is positioning *Civic.com* as a one-stop resource that offers tailored product reviews, detailed descriptions of how governments are using these products, and an interactive online forum.

The magazine will debut at Comdex in November and begin a monthly publication schedule in January. It will have a controlled circulation of 50,000.

The Web site companion will debut in November via the *Federal Computer Week* gateway at http://www.fcw.com. It will offer an editorial component of the print magazine plus updated news flashes, a reference desk and a forum in which state and local purchasing agents can share buying and contract information online.

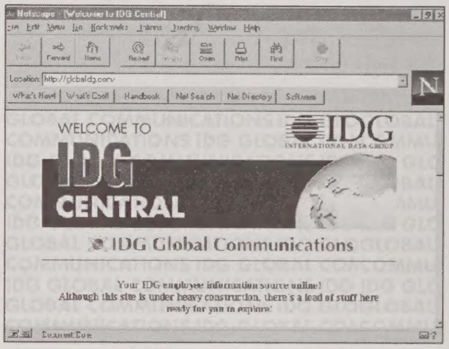
An IDC study shows that the state and local government market is undergoing a major personal computer modernization and expansion, and the installed PC base, with two million desktops and 200,000 portables, is comparable to that of the federal government. 🖳

IDG Central Puts Company Information at Employees' Fingertips

New Web site offers worldwide access via Lotus Notes and the Internet

IDG employees may work in business units scattered around the four corners of the globe, but that doesn't mean you need a compass and a pocket full of maps to hunt down the company information you need. Beginning today, the information you need to be more productive, do your job better and give your career a boost is as close as the nearest keyboard (assuming, of course, that keyboard is attached to a computer with access to either Lotus Notes or the Internet).

The IDG Global Communications group today takes the wraps off IDG Central (http://globalidg.com). The password-protected Web site, sporting the tagline, "Your IDG Employee Information Source Online," is available to all IDG employees worldwide.



Location: http://globalidg.com/

WELCOME TO IDG CENTRAL

IDG Global Communications

Your IDG employee information source online!
Although this site is under heavy construction, there's a load of stuff here ready for you to explore!

Document: Done

THE PASSWORD-PROTECTED IDG *Central site will contain a variety of resources including the IDG News Service, IDG World Update, various forums and Human Resources information.*

> *"Leveraging technology to enhance our ability to communicate and collaborate companywide will become one of IDG's most important competitive advantages."*
>
> **- Jeff DeBalko**

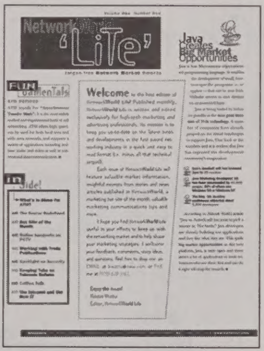
"IDG Central is a single, comprehensive source of IDG information resources online. For the first time, we are making them available on the Web via this new IDG Global Communications site," said Vice President/Global Communications **Jeff DeBalko**. "Our strategy from day one was to deliver compelling information online to the widest possible IDG audience. IDG Central delivers on this promise and allows us to take advantage of the power of Lotus Notes combined with the ease of access provided by the Web."

•CONTINUED PAGE 4•

IN BRIEF

Network World Lite Keeps High-Tech Marketers Current

Network World recently launched a monthly newsletter for marketing professionals in the network industry. The editorial mission of *Network World Lite* is to provide the latest news and analysis on the network industry in a quick-and-easy-to-read format, without a lot of technical jargon. The six-page newsletter, which is being mailed free to more than 5,000 marketing professionals across the U.S., will feature valuable market information, excerpts from stories and news articles published in *Network World*, marketing tips and market research. According to *Network World*'s Director of Marketing **Virginia Lehr**, "The newsletter serves as a vehicle to help *Network World* advertisers and agencies effectively market their products and services in the fast-growing network market." Monthly sections will include Fundamentals, definitions of key network technologies (the first issues unravels the mysteries of ATM); Out of Site, the newsletter's hot marketing site of the month (check out The Pilot: Your Guide to Cyberspace at www.iocom.be/pilot/); Spotlight, a section highlighting a key network technology or trend (first up: security. Beware u4ea, a "darkside hacker"); and feature articles ranging from effective marketing on the Web to how to work with analysts and the trade press (faxes please for editors **John Gallant** and **John Dix**; **Doug Barney** and **Beth Schultz** would prefer e-mail).



Network World 'LiTe'

Java Creates Big Market Opportunities

Welcome

For more information, contact Virgina Lehr at tel: 508-820-7478 or e-mail: vgl@nww.com.

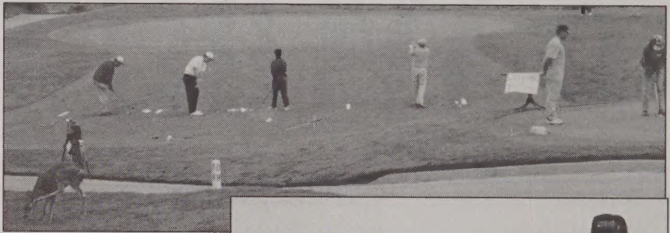
SHORT TAKES

GamePro Greece's September issue closed with 25 ad pages, surpassing its previous 21-page record in the July/August issue. Published by Delta Graph, an IDG licensee, *GamePro Greece* has a circulation of 8,000 and a rosy future with the recent closing of its closest competitor.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Macworld Online celebrated its one-year anniversary last month by drawing its largest traffic volume ever, with 73,000 page views per day during the week of Macworld Expo/Boston (Aug. 7-10). The site also introduced a new modular layout to make it even easier to navigate.

IDG Publications Link Up with Clients in Pebble Beach



DOE HUM... *(Above): One of the many deer that roam the manicured greens at The Inn at Spanish Bay seems supremely unimpressed by the efforts of IDG staff and guests as they practice their strokes during a chip and putt clinic at last month's Second Annual IDG Invitational.*

COMPUTERWORLD'S RICK ESPINOZA (L) *and PC World's* ***Sam Huey*** *flank customers from Toshiba and Apple prior to setting out on the course.*

Thirteen of IDG's finest duffers took to the links recently, hosting 24 of the company's top clients and agency representatives at a two-day golf event in Pebble Beach, Calif. On hand were representatives from *PC World*, *InfoWorld*, *Computerworld*, *CIO*, *Macworld* and IDG Marketing Services.

Guests gathered on a Thursday evening for cocktails and dinner and were treated to a night at The Inn at Spanish Bay, a property situated on the ocean in one of California's most beautiful settings.

Friday began with a chip and putt clinic conducted by one of the pros from Spanish Bay, followed by a tournament.

The winning foursome included: **Kevin McPherson**, recently named executive vice president of IDG Marketing Services; Tom Henry of Acer; Sean Barger of Equilibrium; and Randy Atherton of Apple. The winners each received a gift certificate for another round of golf at Spanish Bay.

Copies of IDG Books Worldwide's *Golf For Dummies* were presented to participants who had the longest drive and ball closest to the pin.

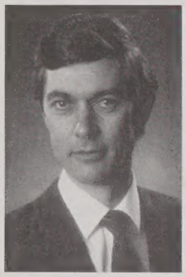
The third annual IDG Invitational will also be held in the Pebble Beach area next year.

For more information contact ***Jennifer Rizzo***, *IDG events manager, at tel: 415-676-3045.*

CORRECTION

Rich Tennant's e-mail address listed on page 8 of the August 26 issue of *IDG World Update* should have been listed as: the5wave@tiac.net.

ON LINE



KIRK CAMPBELL

The president of International Data Corp. is this week's columnist.

Q I understand that IDC's customer base consists of users, vendors and the financial community. Can you discuss the differences in their needs and the kinds of research you provide to each group?

A Two of IDC's major customer groups are the same as those of IDG's publications. IDC sells to information technology vendors, which are the companies advertising in IDG's publications. We also sell to end-users such as CIOs and IS managers who are IDG publications' readers. In addition, IDC sells research to financial firms providing advice on or investing in technology companies. The IT suppliers are interested in IDC information on market sizes and forecasts, and particularly market share data, and information on technology and competitive developments. IDC's end-user customers are interested in advice in order to make the best possible information technology decisions for their companies. IDC's financial customers want a broad range of top-level information about IT market, company and technology trends.

Most of IDC's market research services are positioned for sale to IT vendors. In addition, we have a focused group of analysts who work directly advising end-user customers. Financial customers are served by a dedicated group of analysts who make up the Investment Research Service team. We draw upon all of IDC's analyst talent and market information to service all three major sets of customers.

How much of IDC's research business is subscription-based? Does that vary by country?

Over half of IDC's business comes from subscription-based products, which we call Continuous Information Services (CIS). A CIS product is a focused topic annual IT research service consisting of market bulletins and reports with access to IDC analysts to answer inquiries. A CIS subscription typically costs between $15,000 and $25,000 per year depending on the service and the number of users. The other major source of IDC revenue is consulting projects where IDC undertakes a custom research project to satisfy a client's specific needs.

The highest proportion of IDC's CIS business is in the U.S. where there is the largest customer base for this type of product. Outside the U.S., less than half of the revenues come from CIS products.

What percent of IDC's business comes from the U.S. and what percent outside the U.S.?

Fifty-five percent of IDC's business is sold in the U.S. and 45% is from abroad.

How many people work for IDC in the U.S.? Worldwide?

IDC has 330 employees in the U.S. On a worldwide basis, 550 employees work for the company.

What is IDC Vision 2000?

IDC Vision 2000 is our best effort at a description of what IDC needs to look like in the year 2000 in order to fully meet customer needs. IDC's senior management group brainstormed this past spring and developed a comprehensive vision for IDC. There are five main components to the vision dealing with research services, customers, marketing and sales, internal employee environment and financial goals. The IDC Vision 2000 also lays out a strategy road map of what action plans IDC needs to implement. All of IDC's strategic planning is built around the IDC Vision 2000. The IDC management team is regularly monitoring progress in implementing changes so that the company will be in the best possible market position over the next four years.

What steps are you taking to focus on IDC's global business?

One of IDC's key strategies is focused on developing global research product lines with all of our analysts around the world in a given technology area working as part of the same team. In addition, we increasingly are pulling together global sales teams to work with our largest clients worldwide. Therefore, while IDC continues to offer strong research products in each major worldwide region, we also are pulling together these same resources as a comprehensive offering for global customers increasingly interested in such solutions. IDC launched this past year a Global PC Quarterly Tracker service, which has been a excellent example of a worldwide product requiring extensive cooperation of IDC's sales managers and PC analysts around the globe. This global product has provided a major source of new revenue in FY96.

I heard that Primark Corp. paid $34 million in cash for the Yankee Group, with $31 million more to come if Yankee meets a goal of 30% annual growth for three years. What are the implications of this acquisition for IDC? What are IDC's growth goals for the next three years? Is 30% growth for Yankee Group unrealistic in your opinion?

The sale of Yankee Group, which specializes in communications research, is a relatively minor event in the market research world. Yankee's founder, Howard Anderson, has been trying on and off for years to find a buyer. Primark is a former natural gas utility, so they certainly will have a lot to learn about Yankee's business. Since Yankee has only $14 million in revenues, it is certainly conceivable that they could grow by 30% per year given their small base of business. On the other hand, Yankee has been around for more than 15 years, and it has taken them a long time to get to their small size. IDC is planning to grow on average by 20% per annum over the next few years. IDC's worldwide communications research business is already considerably larger than the Yankee Group.

IDG CENTRAL

continued from page 1

All of the contents available on IDG Central have been developed in Lotus Notes and published to the Web using Lotus' InterNotes Web Publisher. This technology will soon migrate to the new Lotus Domino server platform delivering improved ease of use and added functionality to both Notes and Web users. “When we are fully able to take advantage of the Notes 4 and Domino functionality, the IDG Central look and feel will be almost identical for both Notes and Web users,” explained Senior Applications Developer **Robert Chang**, who also serves as Webmaster.

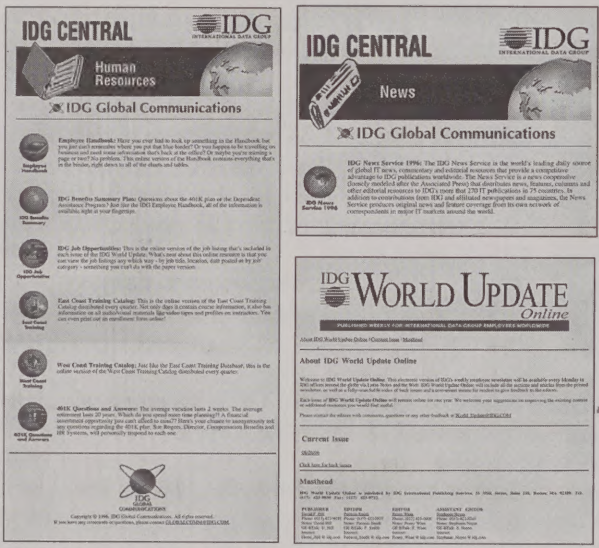
Although still very much a work in progress, the site already contains a great deal of information that you can use today. Current content includes:

- **News**. 1996 IDG News Service articles (updated continuously from Boston, Paris and Hong Kong).
- **IDG World Update Online**. An online version of the weekly companywide newsletter.
- **Human Resources**. Information for U.S. employees including the Employee Handbook, IDG Benefits Summary, IDG Job Opportunities, the East and West Coast Training catalogs and a forum on the new 401(k) plan.
- **Travel**. Currently contains the North American Travel Policy.
- **Forums**. The Open Forum is a place to meet and talk with other IDG employees around the world. The ISC Discussion Forum offers IDG IS professionals a place to discuss IS issues with colleagues around the world.
- **Executives Only** (restricted access). IDG Planning — fiscal '97, and the Global Client Expenditures from IDG Marketing Services/U.S.

Near-term enhancements and additions will include:

- More product line and functional group discussion forums.
- The ability to print out most HR forms.
- A chance to compose your personal travel profile, to be kept on file at the IDG Corporate Travel department, listing your preferences for such things as airplane seating and car rentals, among other items.
- The complete content of the President's Handbook (executives only).

“IDG Central is an evolutionary next step from the IDGComm and IDGExec application suites launched in April,” noted DeBalko. “The content in databases previously under IDGComm will now be available through IDG Central. However, not all executive contents previously part of IDGExec will be available via the Web,” he said. “Highly sensitive material, such as the Monthly Commentary database, will continue to be accessible only through Notes.”



IDG CENTRAL

Human Resources

IDG Global Communications

Employee Handbook: Have you ever had to look up something in the Handbook but you just can't remember where you put that blue binder? Or you happen to be traveling on business and need some information that's back at the office? Or maybe you're missing a page or two? No problem. This online version of the Handbook contains everything that's in the binder, right down to all of the charts and tables.

IDG Benefits Summary Plan: Questions about the 401K plan or the Dependent Assistance Program? Just like the IDG Employee Handbook, all of the information is available right at your fingertips.

IDG Job Opportunities: This is the online version of the job listing that's included in each issue of the IDG World Update. What's neat about this online resource is that you can view the job listings any which way - by job title, location, date posted or by job category - something you can't do with the paper version.

East Coast Training Catalog: This is the online version of the East Coast Training Catalog distributed every quarter. Not only does it contain course information, it also has information on all audio/visual materials like video tapes and profiles on instructors. You can even print out an enrollment form online!

West Coast Training Catalog: Just like the East Coast Training Database, this is the online version of the West Coast Training Catalog distributed every quarter.

401K Questions and Answers: The average vacation lasts 2 weeks. The average retirement lasts 20 years. Which do you spend more time planning?! A financial investment opportunity you can't afford to miss?? Here's your chance to anonymously ask any questions regarding the 401K plan. Sue Rogers, Director, Compensation Benefits and HR Systems, will personally respond to each one.

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If you have any comments or questions, please contact GLOBALCOMM@IDG.COM

IDG CENTRAL

News

IDG Global Communications

IDG News Service 1996: The IDG News Service is the world's leading daily source of global IT news, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide. The News Service is a news cooperative (loosely modeled after the Associated Press) that distributes news, features, columns and other editorial resources to IDG's more that 270 IT publications in 75 countries. In addition to contributions from IDG and affiliated newspapers and magazines, the News Service produces original news and feature coverage from its own network of correspondents in major IT markets around the world.

IDG WORLD UPDATE *Online*

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

About IDG World Update Online | Current Issue | Masthead

About IDG World Update Online

Current Issue

Click here for back issues

Masthead

JUST A FEW OF THE PAGES CURRENTLY AVAILABLE TO *employees around the world on IDG Central.*

Two areas of great potential

According to DeBalko, there are two components of IDG Central that offer the most potential. The first is the Forum section, which currently includes the “IDG Open Forum,” where IDG employees around the world can exchange information and ideas on any subject and the IDG ISC Forum, where IDG's IS professionals share information on all apects of IT management. “We believe that this type of knowledge sharing will be one of the primary benefits of IDG Central,” DeBalko said. “In fact, the ISC Forum is being used as the model for the concept of ‘virtual functional meetings’ where IDG's functional groups can collaborate and share information without the high cost of travel and meetings.” The Global Communications group hopes to work with all of the IDG functional groups to develop online versions of their annual meetings. This type of forum can also be applied to the IDG product line meetings.

The second area of great potential, according to DeBalko, is the “Executives Only” section geared toward IDG business unit managers around the world. In addition to the Long Range Planning application that was launched in May, “IDG Central will soon include the President's Handbook and a forum dedicated to the annual Worldwide Managers meeting. “At the executive level we are rapidly moving away from the ‘binder and fax’ method of communication and toward electronic distribution and collaboration. This will not only lead to more timely and updated communication, but it also saves a great deal of time and money,” he added.

The IDG Central site was created by the IDG Global Communications group, which, in addition to DeBalko and Chang, includes Operations/Support Manager **Diana Garza**, who will focus on customer support and problem resolution, and Network Administrator **Jonathan Baron**, who manages the e-mail and network infrastructure. The contents will be maintained by the departments or business units concerned.

“The mission of IDG Global Communications remains to leverage technology to improve and enhance our ability to communicate, collaborate and share information companywide in an efficient and cost effective manner,” DeBalko said. “I truly believe that our ability to do this successfully will become one of IDG's most important competitive advantages.”

Questions and comments regarding IDG Central may be addressed to: globalcomm@idg.com.

HOW TO GET ACCESS

IDG Central is a password-protected site. To get your login and password, send a request, via e-mail, to: globalcomm@idg.com. Please include your name and business unit.

Job Opportunities

IDG

Monday, September 2, 1996

Copy Editor/GamePro (IFTW)

The responsibilities in this position include copy editing, proofreading, copy fitting, and tracking articles through production. The Copy Editor will assist in determining house style and work with editors and designers to ensure clarity and accuracy. Must have 2+ years experience in magazine copy editing and production, be proficient in word processing and QuarkXpress on the Macintosh; Chicago Manual of Style preferred. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Sales Associate (CW)

Computerworld's Professional Development group has an opening for a Sales Associate in our fast-paced, growing environment. We are seeking a highly organized, detail oriented individual with excellent computer skills. Sales knowledge a plus and knowledge of the recruitment industry is helpful. Strong client service skills are essential to this position. Strong attention to detail and excellent communication/telephone skills are necessary. Ability to function well in a deadline oriented department is an absolute must. Lotus Notes experience and a college degree preferred. ***Location: Framingham, MA***
Contact: T. O'Connor, Fax: 508-879-3760, Phone: 508-820-8566, Email: Toni_O'Connor@cw.com

HR Coordinator, PT (IDC)

This is an opportunity for a part time Administrative Assistant to work in a busy Human Resources Department. Candidate will work approximately 10 hours a week over a two to five day period. This position will be responsible for database management and scanning of resumes into IDC's customized HR Lotus Notes Database which includes scanning, coding, sorting, and sending appropriate cards and letters to resumes. This position will also create and collate Human Resource packages and materials and be responsible for maintaining personnel files and sending out HR related mailings. Requires a dedicated, dependable professional who has the ability to handle confidential information and truly wants to work part time hours. To qualify, candidate must have PC skills and strong verbal communication skills. Knowledge of recruiting processes and/or database or Lotus Notes experience is strongly preferred but not required. This position will report to the HR Representative.
Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Human Resource Representative (IDC)

International Data Corporation is looking for a Human Resources Representative with 3-5 years of HR experience. Candidate will work as a human resources generalist answering day-to-day questions regarding benefits, compensation, and payroll issues. To qualify, candidate must be an experienced recruiter (able to handle at least 6 open positions at one time). Position also requires past experience handling general employee relations issues. This position will be responsible for various IDC programs and projects such as Matching Gifts, IDC Excellence Awards, and the Tuition Reimbursement programs. IDC would prefer experience in compensation as well as recruiting databases. Candidate must be a seasoned HR Professional who is polished, dependable, organized, has a keen attention to details as well as the ability to manage multiple projects. Position may require some travel to the regional office and will report directly to the HR Director. ***Location: Framingham, MA***
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: dbernardi@idcresearch.com

Receptionist (IFTW)

Infotainment World seeks an energetic, professional receptionist capable of multi-tasking. The Receptionist will be responsible for answering and correctly routing all incoming calls, greeting guests, receiving and logging all incoming shipments, and arranging for various services. Additional duties include administrative support to facilities staff and other departments as needed. As the first point of contact for Infotainment World, the ideal candidate will be pleasant, highly organized, efficient and resourceful. Must be able to work independently with little supervision. Solid Macintosh skills; knowledge of Microsoft Word and Excel required.***Location: San Mateo, CA***
Contact: J. Harvey, Fax: 415-349-5279, Phone: 415-286-2512, Email: -NA-

Advertising Sales Coordinator (IFTW)

Primary responsibilities are to support the advertising sales team, maintain current media kits and materials, and assist with promotional mailings and telephone follow-up work. You will act as a liaison between Ad Sales, Production, and Accounting as well as interact with advertising accounts and their agencies and manage Comp list database and maintain positioning report for use during pagination. Candidate must be energetic, enthusiastic, and a teamplayer. Must also be able to work under pressure, handle multiple tasks, and be detail oriented. MAC proficient, and Filemaker Pro a plus. ***Location: San Mateo, CA***
Contact: J. Knapp, Fax: 415-349-8532, Phone: 415-286-2502, Email: -NA-

Senior Writer, Telecommunications (IFW)

InfoWorld is looking for an energetic reporter to cover telecommunications technologies and the way they are implemented in business. Must have proven ability to break news and a keen interest in the technology. Minimum of three years reporting experience either at a daily newspaper or in a computer trade publication.
Location: Washington, DC
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Conference Registrar (IFW)

Manage the registration process for 3 Hi-Tech executive conferences. Responsibilities include: registration forms; entering data in a Filemaker Pro database; developing and mailing confirmation packages to registered attendees; providing a high level of customer service support to conference attendees and prospects; training and hiring an on-site registration team to assist in the on-site registration process; traveling to the conference site to manage the on-site registration process; and representing the Conference & Media Group as a Conference Registrar externally and internally in a highly professional manner. ***Location: San Mateo, CA***
Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Event/Tradeshow Coordinator (IFW)

An intermediate marketing position responsible for all Event and Tradeshow marketing and coordination. 1-2 years experience preferred. Ideal candidate should be familiar with tradeshows in the IS industry, enjoy traveling and working with sales representatives, and have experience with project/event management. Good communication skills and a customer focus required. ***Location: San Mateo, CA***
Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Sales Associate (IFW)

Handle weekly closing of display edition, interaction with clients via telephone, database management, and general administrative support. The environment is fast-paced, and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. The ability to work independently and under pressure is critical. College degree and PC literacy are a must. Publishing or advertising experience desired.
Location: Irvine, CA
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Production Assistant, PT (MAC)

This high level DTP individual will be responsible for processing digital ads and editorial, handling ad tracking, trouble shooting, and client contact. The ideal candidate must have expertise in Quark XPress, Pagemaker, Illustrator, Photoshop, and Filemaker Pro. Service Bureau and publishing experience a plus. This is a "casual part-time" position. ***Location: San Francisco, CA***
Contact: C. Neustadt, Fax: 415-442-0139, Phone: 415-978-3131, Email: -NA-

Sales Assistant (NW)

Network World is looking for a Sales Assistant to provide support with day-to-day activities to the two District Sales Managers. Responsibilities include phone coverage, client contact and customer service, mailings and distribution of media materials, maintenance of databases, and general office management. Must be detail oriented, have excellent organizational and MAC skills. Word, Excel, and PowerPoint skills a plus. ***Location: Santa Clara, CA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Look for the next complete listing of job openings on Monday, September 30, 1996!
Visit the IDG Home Page at www.idg.com for a complete list of job openings!

ADDITIONAL IDG EVENTS SCHEDULED SEPTEMBER-DECEMBER 1996

The number of IDG events taking place around the world is more than our calendar grid can handle! In order to ensure the widest representation, and to reduce eyestrain by packing even more events into a small space, we've listed additional events occurring each month in this space. The placement of events on this page is random, and in no way reflects their importance.

September

Sept. 9	IDC Internet Market Outlook: How Real is the Gold Rush? Anaheim, Calif. (*in conjunction with ICE*) Contact: Julie Sheehan, IDC Tel: 508-935-4598, Fax: 508-935-4789
Sept. 17	Semiconductor 1996: Opportunities and Threats in a Changing Environment Santa Clara, Calif. Contact: Patrick Gorman, IDC Tel: 508-935-4369
Sept. 18-21	China Computer & Networking Show Tianjin, China Contact: IDG World Expo/Asia Tel: 852-2-527-9338, Fax: 852-2-529-9956

October

Oct. 8-10	Los Salones de la Tecnologia Mexico City Contact: IDG Mexico Tel: 525-669-4454, Fax: 525-669-1140
Oct. 15-17	Open Systems '96 Vienna, Austria Contact: IDG Communications Verlag Tel: 43-1-523-05-08, Fax: 43-1-523-05-08-33

October (cont.)

Oct. 21-27	International Fair of Information Quito, Ecuador Contact: Ediworld Tel: 593-2-220-354, Fax: 593-2-220-885
Oct 22-24	Network Expo Oslo, Norway Contact: IDG Norway Tel: 47-22-053-100, Fax: 47-22-053-101

November

Nov. 6	IDC European Storage Symposium Munich, Germany Contact: Tony Membrino, IDC Tel: 508-935-4334
Nov. 14-16	Macworld Expo/Sydney Sydney, Australia Contact: Pedlar Marketing Tel: 612-437-4288, Fax: 612-437-4588
Nov. 28- Dec. 1	The Christmas Computer Show London Contact: IDG Media Tel: 44-181-568-8374, Fax: 44-181-232-8288

NETWORK WORLD TECHNICAL SEMINARS: SEPTEMBER-DECEMBER

IDG employees are invited to attend any Network World Technical Seminar for 50% off the regular prices listed below. For more information, please contact Debra Becker at tel: 800-643-4668 or 508-820-7493 or e-mail: dbecker@nww.com.

Internetworking: Designing LANs, WANs and Broadband Networks

Presenter: Mark Miller or Dr. Carl Shinn

Seminar Fee: $895

Sept. 11-12	New York
Sept. 24-25	Chicago
Oct. 8-9	Washington, D.C.
Oct. 22-23	Atlanta
Nov. 6-7	Boston
Nov. 12-13	Seattle
Dec. 5-6	San Francisco

IPv6: The Next Generation for TCP/IP Internetworks

Presenter: Mark Miller

Seminar Fee: $450

Sept. 26	Chicago
Oct. 10	Washington, D.C.
Oct. 16	Denver
Oct. 24	Atlanta
Oct. 25	Dallas
Nov. 8	Boston
Dec. 3	Irvine, Calif.
Dec. 4	San Francisco
Dec. 10	New York
Dec. 11	Philadelphia

Switching and the Virtual LAN

Seminar Presenter: John McConnell

Seminar Fee: $395

Sept. 24	Boston
Sept. 25	New York
Sept. 27	Philadelphia

Switching and the Virtual LAN (cont.)

Oct. 8	Dallas
Oct. 9	Atlanta
Oct.11	Chicago
Nov. 15	Washington, D.C.

Essentials of Networking and Data Communications

Seminar Presenter: Ray Horak

Seminar Fee: $895

Oct. 21-22	Chicago
Oct. 24-25	San Jose, Calif.
Oct. 28-29	Boston
Nov. 7-8	Irvine, Calif.

Intranets v96.1: Technologies, Tools and Strategies

Seminar Presenter: Mark Gibbs

Seminar Fee: $395

Oct. 21	Boston
Oct. 24	New York
Nov. 6	Chicago
Dec. 2	Washington, D.C.
Dec. 5	Atlanta
Dec. 10	San Francisco

Intranets v96.2: Security, Connectivity and Management

Seminar Presenter: Mark Gibbs

Seminar Fee:$395

Oct. 22	Boston
Oct. 25	New York
Nov. 7	Chicago
Dec. 3	Washington, D.C.
Dec. 6	Atlanta
Dec. 11	San Francisco

THE INTERNET'S IMPACT ON CORPORATE IT BUYING - A GLOBAL STUDY

Wave VII of IDG's "Buying IT in the '90s" Research

Wave VII of IDG's "Buying IT in the '90s" research focuses on how the emergence of Internet- and intranet-related technologies is affecting the corporate purchase process for IT products. The study includes a survey of 1,900 IT buyers from the U.S., U.K., France, Germany and Japan. The research also includes interviews, conducted by IDC, with corporate lead users of Internet/intranet technologies in the U.S.

U.S. Presentations

Oct. 2	Boston
Oct. 3	New York
Oct. 8	San Francisco

For more information on the Wave VII presentations contact:

Jennifer Rizzo
IDG Marketing Services
Tel: 415-676-3045
Fax: 415-705-6421
E-mail: jennifer_rizzo@idg.com

For more information on the Wave VII research contact:

Scott Kleinman
IDG Marketing Services
Tel: 415-676-3021
E-mail: scott_kleinman@idg.com

European Presentations

Oct. 10	London
Oct. 15	Paris
Oct. 17	Munich

For more information contact:
Karen Battley
IDG Marketing Services/Europe
Tel: 44-1784-210210
Fax: 44-1784-210200
E-mail: karen_battley@idg.com

Japanese Presentation

Oct. 31	Tokyo

For more information contact:
Jennifer Rizzo
IDG Marketing Services
Tel: 415-676-3045
Fax: 415-705-6421
E-mail: jennifer_rizzo@idg.com

Please note: To register for any of the presentations, contact Ava Blake at tel: 508-820-8230, e-mail: idgwwreg@aol.com. Weekly updates from the research can be accessed at http://www.idg.com/focus/bit90.

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Oct. 3	New York
Oct. 8	San Francisco

For more information on the Wave VII presentations contact:

Jennifer Rizzo
IDG Marketing Services
Tel: 415-676-3045
Fax: 415-705-6421
E-mail: jennifer_rizzo@idg.com

For more information on the Wave VII research contact:

Scott Kleinman
IDG Marketing Services
Tel: 415-676-3021
E-mail: scott_kleinman@idg.com

European Presentations

Oct. 10	London
Oct. 15	Paris
Oct. 17	Munich

For more information contact:
Karen Battley
IDG Marketing Services/Europe
Tel: 44-1784-210210
Fax: 44-1784-210200
E-mail: karen_battley@idg.com

Japanese Presentation

Oct. 31	Tokyo

For more information contact:
Jennifer Rizzo
IDG Marketing Services
Tel: 415-676-3045
Fax: 415-705-6421
E-mail: jennifer_rizzo@idg.com

Please note: To register for any of the presentations, contact Ava Blake at tel: 508-820-8230, e-mail: idgwwreg@aol.com. Weekly updates from the research can be accessed at http://www.idg.com/focus/bit90.

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 INFORMATION SUPERHIGHWAY SUMMIT/ASIA, Sept. 2-5, Singapore, Contact: IDG Singapore, Tel: 65-345-8383, Fax: 65-345-7097	3 COMPUTERWORLD EXPO/WELLINGTON, Sept. 3-5, Wellington, New Zealand, Contact: IDG New Zealand, Tel: 64-9-377-9902, Fax: 64-9-377-4604	4	5	6	7
8	9 CW/IW GLOBAL CIRCULATION MEETING, Sept. 9-11, Marbella, Spain, Contact: Siri Herud, CW/IW GPSC, Tel: 47-22-05-30-00, Fax: 47-22-05-31-10 INTERNET COMMERCE EXPO (ICE), Sept. 9-12, Anaheim, Calif., Contact: Ron Milton, Tel: 508-820-8661, Fax: 508-370-4325	10 CHINA COMPUTERWORLD EXPO & NET CHINA, Sept. 10-14, Beijing, Contact: China Computerworld, Tel: 8610-825-9401, Fax: 8610-825-9409 NETWORK WORLD UNPLUGGED, Sept. 10-12, Boston, Contact: Bill Reinstein, NW, Tel: 508-875-6400, Fax: 508-820-1283	NW 11	12	13	14
15 EUROPEAN IT FORUM, Sept. 15-17, Paris, Contact: Myriam DeGreef or Margaret Bison, IDC Europe, Tel: 44-181-995-8082, Fax: 44-181-995-2246	16 COMPUTERWORLD CORPORATE TECHNICAL RECRUITING CONFERENCE, Sept. 16, Falls Church, Va., Contact: Derek Hulitzky, CW Tel: 508-879-0700, Fax: 508-879-3202	17 IMA EXPO, Sept. 17-19, New York City, Contact: Alicia Reed, IFTW Events, Tel: 415-286-2585, Fax: 415-349-7697 ICITECH, Sept. 17-20, Shenzhen, China, Contact: IDG World Expo/Asia, Tel: 852-2-527-9338, Fax: 852-2-529-9956	18 IDC'S PC MARKET OUTLOOK, Sept. 18, Santa Clara, Calif., Contact: Dara Queen, Tel: 508-935-4585 CHINA COMPUTER & INFORMATION SHOW, Sept. 18-21, Tianjin, China, Contact: Tianjin Great Wall World Exhibition Co., Tel: 86-10-204-8676	19	20	21
22	23	NW 24	NW 25	NW 26 MACWORLD/FRANKFURT, Sept. 26-29, Frankfurt, Germany, Contact: K+S, Tel: 49-89-360-86-208, Fax: 49-89-360-86-290 WHY SCANDINAVIA?, Sept. 26, London, Contact: Karen Battley, IMS/Europe, Tel: 44-1784-210210, Fax: 44-1784-210200	NW 27	28
29 MACWORLD/FRANKFURT	30					NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
BIT 90s This symbol connotes a presentation of Wave VII of IDC's "Buying IT in the '90s" research. See the listing on the back of this calendar for a complete description.	NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.	1 MACWORLD EXPO/MEXICO, Oct. 1-3, Mexico City, Contact: IDG Mexico, Tel: 525-669-4454, Fax: 525-669-1140	BIT 90s 2 OBJECT WORLD EXPO/TOKYO, Oct. 2-4, Tokyo, Contact: IDG World Expo/Japan, Tel: 81-3-5276-3751, Fax: 81-3-5276-3752	BIT 90s 3 PROFITING FROM THE INTERNET/INTRANET EXPLOSION, Oct. 3, Contact: InfoWorld Conference and Media Group, Tel: 415-312-0545	4	5
6	7 COMPUTERWORLD CORPORATE TECHNICAL RECRUITING CONFERENCE, Oct. 7, Burlingame, Calif., Contact: Derek Hulitzky, CW Tel: 508-879-0700, Fax: 508-879-3202	BIT 90s NW 8 PC WORLD EXPO/SOUTH & WEST SWEDEN, Oct. 8-10, Gothenburg, Sweden Contact: IDG Expos (IDG Sweden), Tel: 46-8-453-6180, Fax: 46-8-453-6185	NW 9 IDG MANAGEMENT PUBLISHING INSTITUTE (MPI), Oct. 9-11, Tyngsboro, Mass., Contact: Julie Lynch, IDG Human Resources, Tel: 508-935-4041, Fax: 508-935-4600, E-mail: julie_lynch@idg.com	BIT 90s NW 10	NW 11	12
13	14	BIT 90s 15	NW 16	BIT 90s 17 ROCS - ROMANIAN COMPUTER SHOW, Oct. 17-20, Bucharest, Romania, Contact: IDG Romania, Tel: 40-1-666-29-78, Fax: 40-1-223-05-39	18	19
20 1996 GOVERNMENT CIO SUMMIT, Oct. 20-22, Annapolis, Md., Sponsored by: FCW Government Technology Group and IDC, Contact: Kay Murray, FCW, Tel: 703-876-5114, Fax: 703-876-5126, E-mail: kmurray@fcw.com ROCS AGENDA '97, Oct. 20-22, Scottsdale, Ariz., Contact: InfoWorld Conference and Media Group, Tel: 415-312-0545, Fax: 415-286-2750	NW 21	NW 22	23	NW 24 WHY SWITZERLAND?, Oct. 24, London, Contact: Karen Battley, IMS/Europe, Tel: 44-1784-210210, Fax: 44-1784-210200, E-mail: karen_battley@idg.com	NW 25	26
27	NW 28	29	30 MAXI DATA/EXPLOSION, Oct. 30-Nov. 3, Stockholm, Sweden Contact: IDG Expos (IDG Sweden), Tel: 46-8-4536180, Fax: 46-8-4536185	BIT 90s 31 EDB & DATA, Oct. 31-Nov. 3, Aalborg-Jutland, Denmark, Contact: IDG Denmark, Tel: 45-36-199-100, Fax: 45-36-447-301	MACWORLD EXPO/HONG KONG, Oct. 31-Nov. 3, Hong Kong, Contact IDG World Expo/Asia, Tel: 852-2-527-9338, Fax: 852-2-529-9956	

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.				E3/TOKYO, Nov. 1-4, Tokyo, Contact: IDG World Expo/Japan, Tel: 81-3-5276-3751, Fax: 81-3-5276-3752 EDB & DATA, Oct. 31-Nov.3 MACWORLD EXPO/HONG KONG, Oct. 31-Nov.3	1 COMPUTER SHOW SHENZHEN, Nov. 1-4, Shenzhen, China, Contact: Tianjin Great Wall World Exhibition Co., Tel: 86-10-204-8676	2
3 E3/TOKYO COMPUTER SHOW SHENZHEN EDB & DATA MAXI DATA/EXPLOSION MW EXPO/HONG KONG	4 COMPUTERWORLD CORPORATE TECHNICAL RECRUITING CONFERENCE, Nov. 4, San Francisco, Contact: Derek Hulitzky, CW Tel: 508-879-0700, Fax: 508-879-3202	5 MACWORLD EXPO/MADRID, Nov. 5-10, Madrid, Spain, Contact: IDG Spain, Tel: 34-1-319-4014, Fax: 34-1-319-6104	NW 6 GRAFITECH, Nov. 6-9, Frederica Jutland, Denmark, Contact: IDG Denmark, Tel: 45-36-199-100, Fax: 45-36-447-301	NW 7 PC WORLD UNLIMITED, Nov.7-10, Vienna, Austria, IDG Communications Verlag, Tel: 43-1-523-05-08, Fax: 43-1-523-05-08-33	NW 8	9
10 MW EXPO/MADRID	11	NW 12	13	14	NW 15 WOW!, Nov. 15-17, Dublin, Ireland, Contact: ComputerScope Ltd., Tel: 353-1-830-3455, Fax: 353-1-830-0888	16
17 WOW!	18 EUROPEAN BANKING FORUM, Nov. 18, Rome, Contact: IDC Italy, Tel: 39-2-2641-3860 Fax: 39-2-2641-5230	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	NW 2	NW 3	NW 4 PC WORLD EXPO, Dec. 4-7, Chongqing, China, Contact: IDG World Expo/Asia, Tel: 852-2-527-9338, Fax: 852-2-529-9956	NW 5	NW 6	7
8	9	NW 10 WHERE IN THE DICKENS IS THE INTERNET GOING?, Dec. 10, New York, Contact: Elizabeth Chisolm, IDC, Tel: 508-935-4002	NW 11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	NW This symbol connotes the first day of a Network World Technical Seminar. For a more complete description of the event, please see the listing on the back of this calendar.			

IDG
EVENTS CALENDAR

SEPTEMBER - DECEMBER
1996

Please note: To have your show, conference, seminar or meeting listed in the January-April 1997 IDG Events Calendar, please submit the appropriate information (name of event, dates, location, contact information) to the staff at the *IDG World Update* by Dec. 1 via interoffice mail, fax: 617-423-0712 or e-mail: world_update@idg.com.

Editors Cross 'Finnish Line'

Tietoverkko staff members join thousands of runners in six-day marathon the length of Finland

Tietoverkko, a networking monthly published by IDG's Finnish licensee, may skip a few issues during the summer along with the rest of the country's trade publications, but that doesn't mean its editors haven't been busy.

In June, the entire editorial staff — both of them — took part in Finland's "Suomi Juoksee," literally, "Finland Runs." And run they did. From Utsjoki, a small town at the very northernmost tip of Finland to the capital city of Helsinki, near the country's southernmost point. The 1,320-kilometer (825 miles) run — and it is a run, not a race — takes six days of round-the-clock running at an average speed of 5 min. 20 sec./per kilometer (8.5 mile/min.). The course is divided into 100 sections of approximately 13 kilometers each. Participants, who run as members of teams, complete one or more sections, depending on the team size.

Running on the Information Highway

For *Tietoverkko* Editor-in-Chief **Kauko Niemi** and Managing Editor **Timo Poropudas**, who were members of a 16-person team called "Tiedon Valtatie" or "Information Highway," this translated into 86 kilometers in six sections and 100 kilometers in six sections, respectively. Joining Niemi and Poropudas was Liisa Hakola, a regular contributor to the magazine. Other members of the Information Highway team hailed from IT companies including Nokia, KT-Datacenter, Hewlett-Packard and Helsinki Telephone Co.

"Neither the pace or length of any single leg was hard on me, but the accumulated stress of running more often than once a day, running at odd hours and in rain or heat and occasional lack of sleep make the run a challenge and an experience," said Poropudas. "Although this was a first for me, Suomi Juoksee does seem to be habit forming," he said, noting that most of this year's 4,000 participants were repeat runners.

THE RAINY, COLD WEATHER ON *the starting afternoon led Tietoverkko's* ***Kauko Niemi*** *(above) to ponder what awaited him on the 1,320-kilometer road to Helsinki. And sure enough, it was sleeting by the time it was his turn to hit the road.*

(AT RIGHT) A YOUNG SAME RUNNER *prepares to lead the Suomi Juoksee runners from the Utsjoki bridge on their way to Helsinki. Each 13-kilometer leg of the run has a local pace setter.*

Now in its 18th year, the race is well known throughout the region and attracts runners from beyond Finland's borders. The route follows Highway Europe 4, which runs the length of the country.

"Running through Finland in the middle of summer was quite an experience," Niemi said. "I've seen 50 summers with the midnight sun, but running from the fells of Lappland to Senaatintori [the city's central square] in Helsinki gave me a new view on the Finnish summer. I wish I could share this experience with runners from other parts of the world."

To that end, both Niemi and Poropudas have volunteered to help any IDG employee interested in joining them for the 1997 Suomi Juoksee slated to begin June 28, 1997. If you would like to find out more about participating in the run, you may contact either journalist by e-mail: verkko@talentum.fi or by fax: 3580-685-6630. (The fax number will change on Oct. 12 to 3589-685-6630.)

Thanks to Timo Poropudas for contributing this article.

INK GETS IN YOUR BLOOD!

Last week *IDG World Update* brought you tales of the (mis!)adventures in the early careers of some of IDG's high-profile senior managers. Conspicuously absent from the list was IDG founder and Chairman Pat McGovern.

Though his resume *is* short, having spent his entire adult career at just one company, he actually collected his first paycheck long before launching IDC in 1964.

At the tender age of nine, McGovern spent afternoons and weekends delivering *The Philadelphia Bulletin* to the doorsteps of the 80 customers on his route — and he's obviously had ink in his blood ever since!

NOTEWORTHY

NEW EMPLOYEES

HESKE
IDG WORLD UPDATE

Laurel Heske is the new graphic design manger for IDC in Framingham, Mass. She was previously production manager at Colliers International. Laurel has a B.A. in communications from the University of Connecticut and enjoys skiing, music and tennis.

InfoWorld welcomes several new employees. **Margaret Biggs** has signed on as associate technical manager at InfoWorld. She was previously director of technology infrastructure at Greentree Financial Corp. Margaret has a B.S. in business administration with a minor in computer science from Chadwick University. A personal trainer, her outside interests also include hang gliding and music composition.

InfoWorld Reporter **Jeff Walsh** was previously a court reporter at a daily newspaper in Wilkes-Barre, Penn. He has a B.A. in communications from Wilkes University. In his free time, he is writing a novel and edits a monthly webzine.

At *InfoWorld*'s Chicago office, **Colleen Devereux** is the new sales associate. A recent graduate of Milikin University, Colleen enjoys biking and aerobics.

Intern **Chris Tou** is putting together the monthly *PC Games* CD-ROM in addition to providing general assistance to the staff in San Mateo, Calif. He is a student at Foothill College and enjoys basketball, football and music in his off hours.

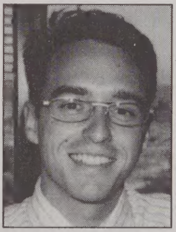
Director of National Accounts **Brian Decker** is based at IDG Marketing Services in Stamford, Conn. He was previously vice president/strategic integration and new media at Earle Palmer Brown. Brian has a B.A. in broadcasting and theatre from State University of New York/Buffalo. He plays bass guitar and collects an eclectic mix of long-playing records.

BERMUDEZ
LETICIA LEHANE

Computerworld's Burlingame, Calif., office is in the midst of a growth spurt. **Scarlett Bermudez**, a receptionist, worked as a secretary and event coordinator before she joined the Computerworld team.

WEGMANN
LETICIA LEHANE

Daniela Wegmann is also a receptionist as well as an office services assistant. She recently held a similar post at The Rados Companies. Daniela is pursuing a B.A. in international studies at San Francisco State University.


HERROLD
LETICIA LEHANE

Sales Associate **Todd Herrold** most recently worked at Coleman Advocates as assistant director of communications. He has a B.A. in biology and psychology from Wesleyan University. Fundraising for community service organizations and rock climbing are among his outside interests.

THOMAS
MARIA BIBBS

Renee Thomas is an accounts payable representative at IDG Books in Foster City, Calif., following a stint at Addison-Wesley Publishing Co. A foster care volunteer, Renee is also a big fan of the San Francisco '49ers.

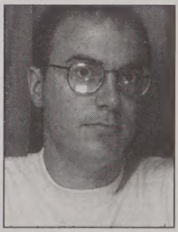
Michelle Buggy has joined *Publish* as a designer. No stranger to IDG, Michelle most recently was a freelance designer for *Multimedia World* and before that was a production coordinator at Infotainment World. She has a B.A. in industrial arts from San Francisco State University and is a graduate student in multimedia at the Academy of Art.

YIM

IDG Human Resources Assistant **Ada Yim** is working with IDG Vice President of Corporate Human Resources **Martha Stephens** in Framingham, Mass. Ada was previously a tax accountant and payroll administrator for a micro-ticket leasing firm. She has a B.S. in accounting from Boston College and is enrolled in Bentley College's Human Resources Management Program. She enjoys playing tennis, volleyball and reading in her spare time.

FAGAN
IDG WORLD UPDATE

Also in Framingham, Human Resources Assistant **Danielle Fagan** is the department's administrative assistant and also supports the executive and international human resources group. She was recently assistant to the vice president at an insurance agency. Danielle attended Massachusetts Bay Community College for paralegal studies and spends her off hours at the gym and mountain biking.


GRÜNWEDEL

Stefan Grünwedel is a development editor for IDG Books' Computer Programmers Group in Foster City, Calif.. He was previously senior editor at Prima Publishing's Lifestyles Division. A graduate of Reed College with a B.A. in physics, Stefan's interests include non-mainstream movies, cooking and tuning into National Public Radio.

Network World welcomes **Andrea D'Amato** as sales manager for strategic partnerships. Andrea's primary focus is sales of co-sponsorships for the Network World Technical Seminars. She was previously an exhibit sales manager at DCI.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS

Claud Bril - IDG France

TWELVE YEARS

Maureen Mottonen - IDC Canada

ELEVEN YEARS

Pierre Berger - IDG France

TEN YEARS

Jean Paitel - IDG France
Philippe Monnin - IDG France
Scott Lum-Duenas - IDG Central Svcs.

NINE YEARS

Jose Juan Almaguer - IDG Mexico
David Noble - IDC Australia

EIGHT YEARS

Michael Cleary - IDC Australia
Agnes Radnoti - IDG Hungary
Nancy Sheehan - IDG
Michael Malone - IDG
Lars Østermann - IDG Denmark
Hermann Gfaller - IDG Germany
Serge Del Hommeau - IDG France

SIX YEARS

Lynda Rosenthal - CIO
Margo Dunn - FCW Govt. Tech.
Bruno Varyse - IDG France
Elizabeth Jensen - Macworld
George Bulat - IDC Canada

FIVE YEARS

Ann Roskey - Network World
Joanne Wittren - Network World
Jennifer Ramirez - IDG Books
Nancy Newkirk - IDG
Karina Møller Nielsen - IDG Denmark
Anne Hazard - IDG France
Sabrina Chummun - IDG France
Kateline Renaudin - IDG France

FOUR YEARS

Uwe Kielmann - IDG Germany
Josef Kreitmair - IDG Germany
Michael Schweizer - IDG Germany
Diane Steele - IDG Books
Erzsebet Gazdag - IDG Hungary
Silvana Brambilla - IDG Italy
Juan Ramon Melara - IDG Spain
Maryse Gros - IDG France
Olivier Sant-Leger - IDG France
Cynthia Neustadt - Macworld

THREE YEARS

Joyce Clarke - PC World
Renee Stephens - InfoWorld
DJ Marsh - IDG Books
Doug Mashkuir - FCW Govt. Tech.
Toshihiko Amano - IDG Japan
Gina Scott - IDG Books
Kristin Cocks - IDG Books
Valery Bourke - IDG Books
Denise Turck - IDG Books

TWO YEARS

Magdolna Bende - IDG Hungary
Csilla Ivan - IDG Hungary
Szilvia Szendrey - IDG Hungary
Kathy Scott - Network World
Richard McCarthy - PC World
Erol Karaagac - IDG Turkey
Judi Taylor - IDG Books
Joan McNeil - IDG Newsletters
James Welp - IDG Newsletters
Bettina Heinrich - IDG Germany
Martine Edwards - IDG Books
Florence Soummer - IDG France
Natacha Bouketo - IDC France
Catherine Gedeon-Goncalves - IDC France

ONE YEAR

Bruce McCabe - IDC Australia
Martin Ross - IDC Australia
James Villegas - IDC Australia
Raymond Ng - IDG Hong Kong
Vicky Yeung - IDG Hong Kong
Michael Green - IDC
Tammy McGhee - IDC
Leigh Blumstein - IDC
Brad Baldwin - IDC
Andras Kelemen - IDG Hungary
Janos Kuszing - IDG Hungary
Judy DeMocker - InfoWorld
Allen Toppins - IDG Books
Gail Locascio - IDG Books
Michael McPhee - CIO
Gabriele Hurle - IDG Germany
Jörg Daburger - IDG Germany
Adrian Jones - IMS/Europe
Gareth Adams - IDG Media
Sarah Beatty - IDG Media
Khalil Ibrahiml - IMS/Europe
Randy Knotts - Publish
Gwenette Gaddis - IDG Books
Haruyo Miyama - IDG Japan
Makoto Kuroda - IDG Japan

THIS IS IT!

LAST CHANCE AT FAME AND FORTUNE!

September 15 is the deadline for

IDG's 13th Annual International Employee Photo Calendar Contest

First place: $250
Second place: $150
Third place: $100

How to enter:

1. Submit up to two color or black-and-white prints or 35mm slides clearly labeled (do not write directly on back of prints) with:
   - your name
   - business unit address
   - telephone and fax number
   - photo title

2. Submit photos as developed without retouching.

3. All entries must be received no later than **September 15**.

4. Send your photos to:

IDG World Update
31 Milk Street, Suite 210
Boston, MA 02109 U.S.A.

Update Those "Who Are We Statements"!

As a way to showcase IDG's global reach, all IDG newspapers and magazines are asked to include a listing of all the IDG publications worldwide. That listing, called the "Who Are We Statement," is available via GE BusinessTalk and Lotus Notes.

Given the rapid rate of IDG's growth, the "Who Are We Statement" changes frequently. Please be sure to check the statement often and make sure that the listing that appears in your publications is current! The statement below is current as of today.

Any questions, additions, and/or deletions should be forwarded to ***Kathy Day*** *of IDG Corporate Communications at kathy_day@idg.com.*

(YOUR PUBLICATION NAME HERE) is a publication of International Data Group, the world's largest publisher of computer-related information and the leading global provider of information services on information technology. International Data Group publishes over 275 computer publications in over 75 countries. Ninety million people read one or more International Data Group publications each month. International Data Group's publications include: **Argentina:** Buyer's Guide, Computerworld Argentina, PC World Argentina; **Australia:** Australian Macworld, Australian PC World, Australian Reseller News, Computerworld, IT Casebook, Network World, Publish, Webmaster; **Austria**: Computerwelt Osterreich, Networks Austria, PC Tip Austria; **Bangladesh:** PC World Bangladesh; **Belarus:** PC World Belarus; **Belgium:** Data News; **Brazil:** Annuário de Informática, Computerworld, Connections, Macworld, PC Player, PC World, Publish, Reseller News, Supergamepower; **Bulgaria:** Computerworld Bulgaria, Network World Bulgaria, PC & MacWorld Bulgaria; **Canada:** CIO Canada, Client/Server World, ComputerWorld Canada, InfoWorld Canada, NetworkWorld Canada, WebWorld; **Chile:** Computerworld Chile, PC World Chile; **Colombia:** Computerworld Colombia, PC World Colombia; **Costa Rica:** PC World Centro America; **The Czech and Slovak Republics:** Computerworld Czechoslovakia, Macworld Czech Republic, PC World Czechoslovakia; **Denmark:** Communications World Danmark, Computerworld Danmark, Macworld Danmark, PC World Danmark, Techworld Denmark; **Dominican Republic:** PC World Republica Dominicana; **Ecuador:** PC World Ecuador; **Egypt:** Computerworld Middle East, PC World Middle East; **El Salvador:** PC World Centro America; **Finland:** MikroPC, Tietoverkko, Tietoviikko; **France:** Distributique, Hebdo, Info PC, Le Monde Informatique, Macworld, Reseaux & Telecoms, WebMaster France; **Germany:** Computer Partner, Computerwoche, Computerwoche Extra, Computerwoche FOCUS, Global Online, Macwelt, PC Welt; **Greece:** Amiga Computing, GamePro Greece, Multimedia World; **Guatemala:** PC World Centro America; **Honduras:** PC World Centro America; **Hong Kong:** Computerworld Hong Kong, PC World Hong Kong, Publish in Asia; **Hungary:** ABCD CD-ROM, Computerworld Szamitastechnika, Internetto online Magazine, PC World Hungary, PC-X Magazin Hungary; **Iceland:** Tolvuheimur PC World Island; **India:** Information Communications World, Information Systems Computerworld, PC World India, Publish in Asia; **Indonesia:** InfoKomputer PC World, Komputek Computerworld, Publish in Asia; **Ireland:** ComputerScope, PC Live!; **Israel:** Macworld Israel, People & Computers/Computerworld; **Italy:** Computerworld Italia, Macworld Italia, Networking Italia, PC World Italia; **Japan:** DTP World, Macworld Japan, Nikkei Personal Computing, OS/2 World Japan, SunWorld Japan, Windows NT World, Windows World Japan; **Kenya:** PC World East African; **Korea:** Hi-Tech Information, Macworld Korea, PC World Korea; **Macedonia**: PC World Macedonia; **Malaysia:** Computerworld Malaysia, PC World Malaysia, Publish in Asia; **Malta:** PC World Malta; **Mexico:** Computerworld Mexico, PC World Mexico; **Myanmar:** PC World Myanmar; **Netherlands:** Computer! Totaal, LAN Internetworking Magazine, LAN World Buyers Guide, Macworld Netherlands; **New Zealand:** Absolute Beginners Guide and Plain & Simple Series, Computer Buyer, Computer Industry Directory, Computerworld New Zealand, MTB, Networkd World, PC World New Zealand; **Nicaragua:** PC World Centro America; **Norway:** Computerworld Norge, CW Rapport, Datamagasinet, Financial Rapport, Kursguide Norge, Macworld Norge, Multimediaworld World Norway, PC World Ekspress Norge, PC World Nettverk, PC World Norge, PC World ProduktGuide Norge; **Pakistan:** Computerworld Pakistan, PC World Pakistan; **Panama:** PC World Panama; **Peoples Republic of China:** China Computer Users, China Computerworld, China InfoWorld, China Telecom World Weekly, Computer & Communication, Electronic Design China, Electronics Today, Electronics Weekly, Electronics Weekly, Game Software, PC World China, Popular Computer Week, Software Weekly, Software World, Telecom World; **Peru:** Computerworld Peru, PC World Profesional Peru, PC World SoHo Peru; **Poland:** Computerworld Poland, Computerworld Special Report Poland, Cyber, Macworld Poland, Networld Poland, PC World Komputer; **Philippines:** Click!, Computerworld Philippines, PC World Philippines, Publish in Asia; **Portugal:** Cerebro/PC World, Computerworld/Correio Informático, Dealer World Portugal, Mac*In/PC*In Portugal, Multimedia World; **Puerto Rico:** PC World Puerto Rico; **Romania:** Computerworld Romania, PC World Romania, Telecom Romania; **Russia:** Computerworld Russia, Mir PK, Publish, Seti; **Singapore:** Computerworld Singapore, PC World Singapore, Publish in Asia; **Slovenia:** Monitor; **South Africa:** Computing SA, Network World SA, Software World SA; **Spain:** Communicaciones World España, Computerworld España, Dealer World España, Macworld España, PC World España; **Sweden:** CAP&Design, Computer Sweden, Corporate Computing Sweden, Internetworld Sweden, it.branschen, Macworld Sweden, MaxiData Sweden, MikroDatorn, Nätverk & Kommunikation, PC World Sweden, PCaktiv, Windows World Sweden; **Switzerland:** Computerworld Schweiz, Macworld Schweiz, PCtip; **Taiwan:** Computerworld Taiwan, Macworld Taiwan, NEW ViSiON/Publish, PC World Taiwan, Windows World Taiwan; **Thailand:** Publish in Asia, Thai Computerworld; **Turkey:** Computerworld Turkiye, Macworld Turkiye, Network World Turkiye, PC World Turkiye; **Ukraine:** Computerworld Kiev, Multimedia World Ukraine, PC World Ukraine; **United Kingdom:** Acorn User UK, Amiga Action UK, Amiga Computing UK, Apple Talk UK, Computing, Macworld, Parents and Computers UK, PC Advisor, PC Home, PSX Pro, The WEB; **United States:** Cable in the Classroom, CIO Magazine, Computerworld, DOS World, Federal Computer Week, GamePro Magazine, InfoWorld, I-Way, Macworld, Netscape World, Network World, PC Games, PC World, Publish, Video Event, WebMaster; **Uruguay:** InfoWorld Uruguay; **Venezuela:** Computerworld Venezuela, PC World Venezuela; and **Vietnam:** PC World Vietnam.

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 37 September 9, 1996

CIO'S FIRST WEBMASTER CONFERENCE FOCUSES ON INTERNET AS BUSINESS TOOL
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ON LINE: JIM CASELLA, IDG'S CHIEF OPERATING OFFICER, TACKLES YOUR QUESTIONS
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IDG MEXICO PUBLISHES COUNTRY'S ONLY INFORMATION TECHNOLOGY BUYER'S GUIDE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PCW Danmark Launches *Internet World* Supplement

PC World Danmark last month extended its relationship with the country's professional community of Internet users with the launch of its *Internet World* supplement. The new publication will appear in both print and online formats via IDG Denmark's high-profile Web site, PC World Online. The content features in-depth technical analysis and how-to articles as well as detailed information on commercial use of the Internet.

internetworld
Juraen om betaling via Internet
Plug-in'ernes revolution
Integration af web og databaser
Brug nyhedsgrupperne
Websmedens bedste værktøjer

"Most Internet publications feature lots of screen dumps and World Wide Web addresses. In my view, this is a rather low-quality content," said *PC World Danmark* Editor-in-Chief **Mads A.W. Christensen**. "With *Internet World* we want to offer valuable, long-lasting advice to the professional user and to organizations working with the Internet."

•CONTINUED PAGE 4•

Network World GPSC Will Foster Worldwide Growth of Product Line

Network market is largest growth category for global IT market, offering major opportunity for IDG's networking titles

HEIDI CREIGHTON

JANE DAVEY, ASSOCIATE GLOBAL MARKETING SERVICES MANAGER (LEFT), AND ***Joanne Wittren****, senior global marketing services manager, will coordinate the activities of the new Network World Global Product Support Center based in Framingham, Mass.*

Network World recently announced the development of a Global Product Support Center to support the growth of the *Network World* brand, which currently includes 18 publications worldwide.

"By demonstrating the depth and breadth of the *Network World* brand globally, the Global Product Support Center will help *Network World* better serve its customers worldwide," said **Colin Ungaro**, president and CEO, Network World. "And with increased demand from overseas network markets, the *Network World* product line is poised to experience significant growth."

Network World Global Product Sup-

•CONTINUED PAGE 5•

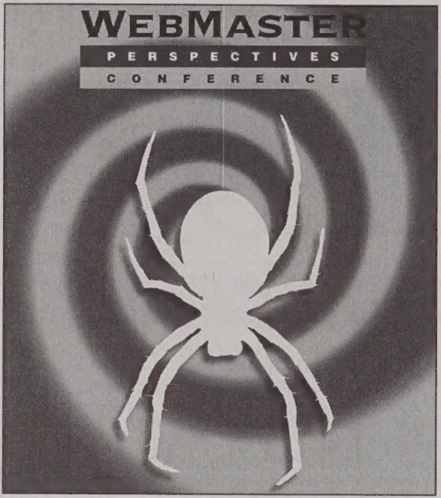
First CIO WebMaster Conference Draws Overflow Crowd

A larger than expected number of attendees, an energized audience, a bevy of enthusiastic corporate hosts — CIO's first WebMaster Perspectives Series conference had it all. "Surfing the Business Potential" drew 500 CIOs, IS directors, webmasters and marketing executives to San Francisco last month to learn how to exploit the Internet as a practical business tool.

Participants, speakers and hosts tapped each other for ideas on how to transform their business processes via the Web, the Internet and intranets. The conference's management-oriented agenda so impressed General Electric that the company sent a blanket purchase order for 23 employees to attend and scheduled its own Web-related planning meeting to follow the WebMaster event.

"As opposed to larger scale events, this conference gave participants a chance to meet with their peers and solution providers in a variety of settings," said **Lynda Rosenthal**, CIO's senior vice president and general manager for Executive Programs.

All CIO conferences promote the exchange of ideas through panel discussions, free form question-and-answer sessions, receptions and speaker-hosted tables during meals. "The need is obviously there for intimate venues where executives can continue to understand the challenges and opportunities the Internet and intranets provide," she added.



Speakers at the three-day conference exploded the myth that World Wide Web investments aren't yielding returns on investment, noting that those returns can be in the form of revenues, cost savings and opportunities for growth.

Among the close to 35 speakers and panelists were Don Tapscott, author of *The Digital Economy* and Jim Sterne, president of Target Marketing and author of *World Wide Web Marketing*. Both books were handed out to attendees as part of their conference package.

Fifteen corporate hosts signed on for the event, the maximum number CIO could handle at the hotel. The corporate host program is an integral part of CIO's Executive Programs events. Corporate hosts are entitled to have their corporate logos on all marketing materials, and each host has a 10-ft. by 10-ft. display area for information and demonstrations. All conferences include a series of concurrent sessions in which each host has an opportunity to discuss how that company can assist other businesses with strategic and operational issues.

CIO's Executive Program conferences are normally held in a resort setting to encourage attendees and speakers to relax, converse at length and avoid a trade show environment. The WebMaster conference's urban setting at the Westin St. Francis hotel was an experiment to see what would happen in an easily accessible location in a city that's at the heart of the Internet scene.

The primary result was an unprecedented number of walk-in registrants — almost 50 — who paid close to $1,300 to be part of what one participant called "an extraordinary learning and networking experience." While the additional attendees contributed to the conference's high energy level, CIO has decided to alternate between city and resort locations.

The 1997 WebMaster Perspectives conferences will be held May 18-21 at the Arizona Biltmore in Phoenix and Dec. 7-10 at the Century Plaza in Los Angeles.

For more information on CIO's Executive Programs, contact Lynda Rosenthal at lyndar@cio.com.

PRACTICING WHAT THEY PREACH

The Web itself was a conduit for drawing a larger-than-expected crowd to CIO's WebMaster conference. Close to 20% had never been to a CIO conference but found out about the event through CIO's Web site or *WebMaster* magazine. Close to one-third of attendees who did not come with corporate hosts took advantage of online enrollment, the second time CIO had tried online enrollment for an event. The majority of online enrollees preferred to be billed rather than pay with a credit card.

Registrants were given a password so they could also obtain speakers' presentation materials online before, during and after the conference.

THE TIMES THEY ARE A-CHANGIN'

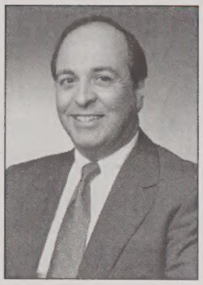
Throughout the WebMaster conference, speakers discussed the myriad changes the Internet and the Web pose to businesses.

These changes include:

- **A new business world ("the real magic of the Web is that you're going to be able to deliver value-added ads to the customer").**
- **The new manager ("co-locate the creative and IT people...the key is to have managers who can cross those skills").**
- **The new economy ("companies are being driven by the need to make their own products obsolete"). Other changes pertain to the information model, the customer model, the infrastructure and more.**

More highlights can be found at http://www.cio.com/conferences/.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q It seems that Softbank/Ziff is adopting a very Japanese strategy of discounting and trading profits for market share. From your years as a publisher, what would you recommend as the best approach to fight this?

A I have often commented that I like smart competitors. I believe that Bill Ziff fit this description very well. Unfortunately, the current management of Softbank/Ziff-Davis has embarked on a market share strategy that will, over time, devalue many of the assets that they acquired from Bill Ziff, for example *PC Magazine*, which has been their flagship and has now lost its mystique. We obviously must monitor our competitors' behavior and then decide on our own strategy for the long-term health of our business. Our customers like to have a choice and they need to reach the unique audiences that only our publications can provide, particularly within the enterprise.

[IDG Marketing Services President] Peter Horan recently reported that in spite of the "bundles" offered by Soft-bank/Ziff-Davis during the first nine months of FY96, IDG/U.S. maintained its market share in the top 25 accounts. Advertisers are using the discounts that they receive from our competitors to move into other media, but they are not "buying around" the IDG audiences.

I applaud the efforts that the publishers and their staffs on each IDG publication and our IMS representatives are making together to sell the value of each publication and the special audience each serves. This will ensure that IDG remains a very healthy enterprise that is able to invest for the future.

Is Bill Murphy still an employee of IDG?

Bill Murphy [formerly IDG chief financial officer] has retired from IDG, but is now a member of the company's board of directors. From time to time, he takes on special assignments to assist the Executive Committee, as do several of the other directors. This past year, Bill has worked diligently to effect a turnaround in our expo businesses around the world. Under his careful guidance, our operating profits in this area have tripled in FY96.

How can a company the size of IDG get along without a chief financial officer?

Many of the traditional functions of a CFO in a centralized business are performed at the business unit level within our decentralized culture. After carefully analyzing the situation, we determined that all our corporate financial needs are well covered between [VP/Corporate Controller] Ted Bloom's group and [Director, Financial Planning and Analysis] Jim Ghirardi's office. This decision was supported by [IDG Chairman] Pat McGovern and IDG's Board of Directors. All of the Executive Committee members are working closely together to ensure the success of this approach.

How often do you visit IDG offices? Do you ever get out and just touch base with the staff at an office or are you usually visiting for a specific mission?

Whenever I visit a business unit in the U.S. or in one of our international locations, I try to visit with as many of our employees as possible in a manner that is not disruptive to their work but demonstrates the high esteem in which we hold them and the value we place on their efforts. Recently on a visit to IDG France, I went on a tour of the entire operation and met with each of the employees to learn more about how the transition to a decentralized operating structure was progressing.

In June, prior to the Asia/Pacific Managers' Meeting in Cairns, Australia, Pat McGovern, [IDG President] Kelly Conlin and I joined [IDG Australia Managing Director] Don Kennedy in Sydney and met with all of the employees. We had a similar meeting with [IDC Australia General Manager] Len Rust and the employees of IDC Australia. The day concluded with a gala 10th anniversary dinner for nine employees of IDG and IDC Australia, hosted by Pat at the Ritz.

I have also recently visited the IDG Irvine [Calif.] office at the request of Lucy Sheehan, who is responsible for our regional offices in the U.S., to update the employees who work there on IDG's financial results and our plans for the future. Before the end of the calendar year, a member of the IDG Executive Committee will visit each U.S. regional office and give a similar presentation.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

INTERNET WORLD

continued from page 1

PC World Danmark Editor **Martin Jørgensen** was primarily responsible for the development of the editorial content of *Internet World*. "Martin did an excellent job of finding the right mix of material and presenting it in a very professional manner," Christensen said.

The launch of the new title also marks the beginning of a close relationship between *PC World Danmark* and Denmark's two largest Internet service providers, Uni-C and Tele Danmark Internet. The print version of *Internet World* is being distributed free of charge to *PC World Danmark* subscribers (nine out of 10 of whom are now paid subscribers thanks to a concerted effort to convert controlled circulation readers) and sold on the newsstand, where it commands an impressive cover price of almost US$8. In addition, it is being sent to the majority of Uni-C and Tele Danmark Internet subscribers. "*Internet World* gains immense momentum from the direct mail distribution to the registered subscribers of Uni-C and Tele Danmark Internet. Obviously, the large circulation also made *Internet World* very attractive to advertisers," Christensen said.

PC WORLD DANMARK'S
Martin Jørgensen (left) and Mads A.W. Christensen.

A second issue of *Internet World* is scheduled for November. Plans currently call for the publication to appear six times in 1997, although that frequency may be adjusted according to demand, Christensen said. The online version is being updated on an as-needed basis.

For more information, contact Mads Christensen at tel: 45-3619-9100; fax: 45-3644-2797; or via the Internet at: mads_a_christensen@idg.com.

PCW Danmark Dominates Local Market

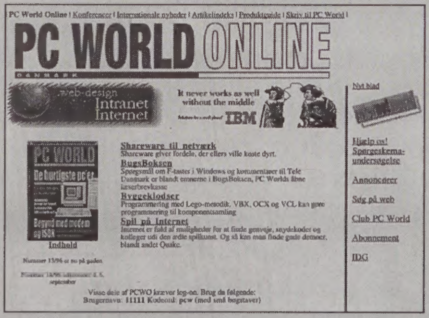
P*C World Danmark* continues to dominate the local market, growing from 157,000 readers to 181,000 readers during the first six months of 1996, according to Index Danmark, the country's only independent readership survey supported by both publishers and advertisers. This readership, in a country of only five million people, solidifies *PC World Danmark*'s claim to being the best-read computer publication of any type in Denmark.

PC WORLD
Fuld fart på grafikkortene
Fremragende ydelse ved multimedia
Masser af tips til Windows 95
Eksperttips trimmer din Windows

PC WORLD DANMARK LAUNCHES ENHANCED WEB SITE

I*nternet World*'s debut coincides with the launch of *PC World Danmark*'s third-generation Web site, PC World Online. Originally launched in August 1995, the new service builds on the strengths of the print publication, emphasizing in-depth technical expertise and product information and provides useful search tools in its product and article databases.

"With each reformatting of the site, we have learned the value of investing more time in careful planning and setting up easy and solid systems for workflow in publishing to the Web," explained *PC World Danmark* Editor-in-Chief Mads A. W. Christensen. "We have moved from a Web site that was merely a 'presence' Web site to one that is truly a publishing machine."



PC World Online | Konferencer | Internationale nyheder | Artikelindeks | Produktguide | Skriv til PC World |

Nyt blad

Shareware til netværk
Shareware giver fordele, der ellers ville koste dyrt.
BugsBoksen
Spørgsmål om F-taster i Windows og kommentarer til Tele Danmark er blandt emnerne i BugsBoksen, PC Worlds åbne læserbrevkasse
Byggeklodser
Programmering med Lego-metodik. VBX, OCX og VCL kan gøre programmering til komponentsamling
Spil på Internet
Internet er fuld af muligheder for at finde genveje, snydekoder og kolleger udi den ædle spilkunst. Og så kan man finde gode demoer, blandt andet Quake.

Indhold
Nummer 13/96 er nu på gaden
Nummer 14/96 udkommer [illegible] september

Visse dele af PCWO kræver log-on. Brug da følgende:
Brugernavn: 11111 Kodeord: pcw (med små bogstaver)

Hjælp os! Spørgeskema-undersøgelse
Annoncører
Søg på web
Club PC World
Abonnement
IDG

At the same time, the company has beefed up the content of PC World Online, creating a site that offers substantial added value for the publication's subscribers. "With PC World Online on the Web we have created an editorial add-on to the paper-based product that allows us to service our professional readers in a digital format. Already, we have seen a significant increase in user hits to the system," Christensen said.

While portions of the PC World Online Web site will continue to be available to all users free of charge, beginning Oct. 1, several of the high-value content areas will only be available to registered users with a password.

The company hopes that restricting access to some of the high-value content will act as a lure to attract more subscribers to PC World. "Inevitably non-registered readers will attempt to enter these 're-stricted areas,'" Christensen noted. "Hopefully, they will be interested enough in seeing what is there that they will decide to become subscribers."

If you would like to visit PC World Online point your browser to http://www.pcworld.dk/pcwonline.

Job Opportunities
IDG

Monday, September 9, 1996

List Rental Assistant (CIO)

In this position, you will be responsible for providing administrative support to the List Services Manager and List Services Coordinator, including client correspondence, handling inquiries from list brokers, entering list orders, fulfilling counts, maintaining the customer database and general administrative duties. Ideal candidates will possess Macintosh proficiency, excellent phone skills and a customer service focus. Must be detail-oriented, energetic and able to juggle multiple tasks. College degree preferred. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Assistant (CIO)

In this position you will provide administrative support to the San Francisco WebMaster sales office. Responsibilities include general office management, mail routing, media kit assembly and mailing, phone reception, travel arrangements, meeting coordination for WebMaster sales person, database maintenance, typing of general correspondence, proposals and rfp's. This job also includes heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. Ideal candidates will have apple computer experience, 2-3 years business experience. College degree preferred but not required. ***Location: San Francisco, CA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Executive Assistant (CW)

Reporting to the Executive Vice President and Publisher of Computerworld, responsibilities include facilitating and expediting incoming and outgoing communications. Position requires initiative, motivation, and professionalism as well as effective communication, organization and time management skills. The successful candidate will be a bright, enthusiastic team-player who takes initiative and possesses creative problem solving abilities. Experience with Lotus Notes, spreadsheet and word processing software and 3-6 years of experience preferred. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Features Researcher (CW)

The Features Researcher will be responsible for working with the features group to develop integrated print/on-line packages that add value to the features in Computerworld. The information will take many forms but will most likely include lines to on-line resources, packages of information that cannot fit in the print edition, forums and chat sessions and packages of on-line resources for publication in print. Candidates should have a college degree, 2-4 years of writing and/or editing experience. a solid background in research and understanding of the Internet and on-line services. HTML experience preferred. ***Location: Framingham, MA***
Contact: A. Alter, Fax: 508-875-8931, Phone: 508-879-0700, Email: allan_alter@cw.com

Human Resources Manager (CW)

Computerworld's Human Resources department has an opening for a seasoned HR professional with strong generalist experience. Specific emphasis in the areas of employee relations and compensation, with 5-8 years experience and a BA required. ***Location: Framingham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Part-Time Internship, Object Tools (IDC)

The Object Tools department is looking for an individual to help with logging inquiries, filing, and various office support functions. Candidate should be familiar with MS Office products. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Part-Time Internship, Personal Systems (IDC)

The selected individual for this twenty hour position will have various administrative responsibilities. The candidate will be working on multiple projects and must possess time management skills. Individual should be familiar with MS Office products. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Sales Assistant (IDC)

The Sales Assistant will primarily support IDC's Sales Manager and other sales staff as needed. Internal and external administrative and other duties related to selling, securing, and managing IDC information services to customers. Duties include maintaining: databases, electronic and hardcopy filing and workflow systems, client profiles and key prospect list. Other duties include creating marketing packages and internal reports and responding to client/prospect requests for information and/or issues. Some client/prospect interaction. Fast-paced environment requiring personable, multi-task oriented, and organized person. Computer skills a must. Knowledge of Windows95 and Windows application programs required. ***Location: Framingham, MA***

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Sales Manager, Strategic Accounts (IDC)

This position will proactively develop new CIS business activity with assigned strategic accounts. This includes all aspects of a normal sales cycle including prospecting, qualifying, developing proposals, handling objections and closing business opportunities. The focus of this business activity will be on packaged and low end software. This position requires at least 5 years of direct selling experience within the IT marketplace and strong interpersonal skills.

Location: Mt. View, CA

Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: dbernardi@idcresearch.com

Marketing Manager (IFTW)

To conceptualize, present, and implement new marketing strategies that will optimize long-term revenue opportunities for GamePro magazine and its other ventures. The individual in this position will: work in tandem with the Marketing Services Manager to develop and implement sales promotion programs, collateral, and to elevate the GamePro brand through a targeted, strategic PR effort; and will conceptualize and direct research projects for GamePro. 3+ years intermediate to senior level marketing experience, with excellent communication, and organizational skills necessary. Macintosh proficiency required. ***Location: San Mateo, CA***

Contact: C.Sandor, Fax: 415-349-1598, Phone: 415-286-2515, Email: -NA-

Event/Tradeshow Manager (IFW)

This is an intermediate Marketing position responsible for all Event and Tradeshow marketing and coordination. 1-2 years experience preferred. Ideal candidate should be familiar with tradeshows in the IS industry, enjoy traveling and working with sales representatives, and have experience with project/event management. Good communication skills and a customer service focus required. ***Location: San Mateo, CA***

Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

On-line Reporter (NW)

Network World Fusion, Network World's on-line edition, is looking for a reporter to expand a daily beat on Internet/Intranet and networking technology. Ability to break news and turn stories around quickly is required. Daily experience preferred along with knowledge of Internet, networking industry, and HTM. Willing to train!

Location: Framingham, MA

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

District Sales Manager (NW)

The District Sales Manager will be responsible for growing existing accounts and selling new ad schedules to clients and ad agencies in the NJ and NY region. Duties include: selling advertising into the Network World product line (weekly newspaper [Network World] and monthly magazine [IntraNet], on-line ad sales seminar sponsorships, etc.); canvass territory scheduling appointments; conducting sales interviews and presentations; and writing follow-up letters. Excellent communication (verbal and written), sales, and closing skills desired. Must be well organized, motivated, and creative. Knowledge of Macintosh (ACT, Excel, PowerPoint) and Internet facile desired. Knowledge of both the technology and telecommunications industry a plus. ***Location: Rochelle Park, NJ***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Sales Assistant (NW)

Network World is looking for a new Sales Assistant to report to the Eastern Regional Sales Manager and the District Sales Manager in Rochelle Park, NJ. Responsibilities include: providing general administrative support, writing letters, sending out media kits, scheduling appointments, ad trafficking, and tear sheeting. Qualified candidates will have Macintosh and Internet experience (Microsoft Office, ACT) and exceptional organizational and communication skills.

Location: Rochelle Park, NJ

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Administrative Assistant (PCW)

The individual in this position will provide clerical support, customer service, and general office and sales assistantship as needed. Must have a professional phone manner, be highly organized, possess great attention to detail, and be able to prioritize and juggle multiple tasks in a fast paced environment. Proficiency in Word for Windows, Excel, and ACT preferred. Minimum of 1 year clerical experience required; transcribing experience a plus. Prior publishing or advertising background experience a plus. ***Location: San Francisco, CA***

Contact: K. Normandeau, Fax: 415-974-7316, Phone: 415-267-4578, Email: -NA-

Executive Editor, News (PCW)

Seeking a top-notch editor to lead and supervise our award-winning news and new product coverage. Responsibilities include planning monthly news section, setting standards for editorial excellence, developing enterprise stories, and managing news staff in San Francisco and Boston offices. Extensive travel required. Must have a comprehensive, in-depth knowledge of the current PC market and industry trends; extensive industry contacts; proven ability to manage a workgroup to deadline; excellent organizational and management skills; and proven journalistic skills.

Location: San Francisco, CA

Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: -NA-

Senior Associate Editor (PCW)

The individual in this position will develop story ideas, including how-to articles and consumer-oriented features; draft story proposals; lead story conferences; make story assignments; find appropriate writers and work with them to shape stories; write and edit copy; and other duties as assigned. Job requirements are strong writing and editing skills; knowledge of the PC industry and its applications. ***Location: San Francisco, CA***

Contact: D. Tynan, Fax: 415-974-7316, Phone: 415-267-1762, Email: -NA-

Associate Editor, JavaWorld (Web)

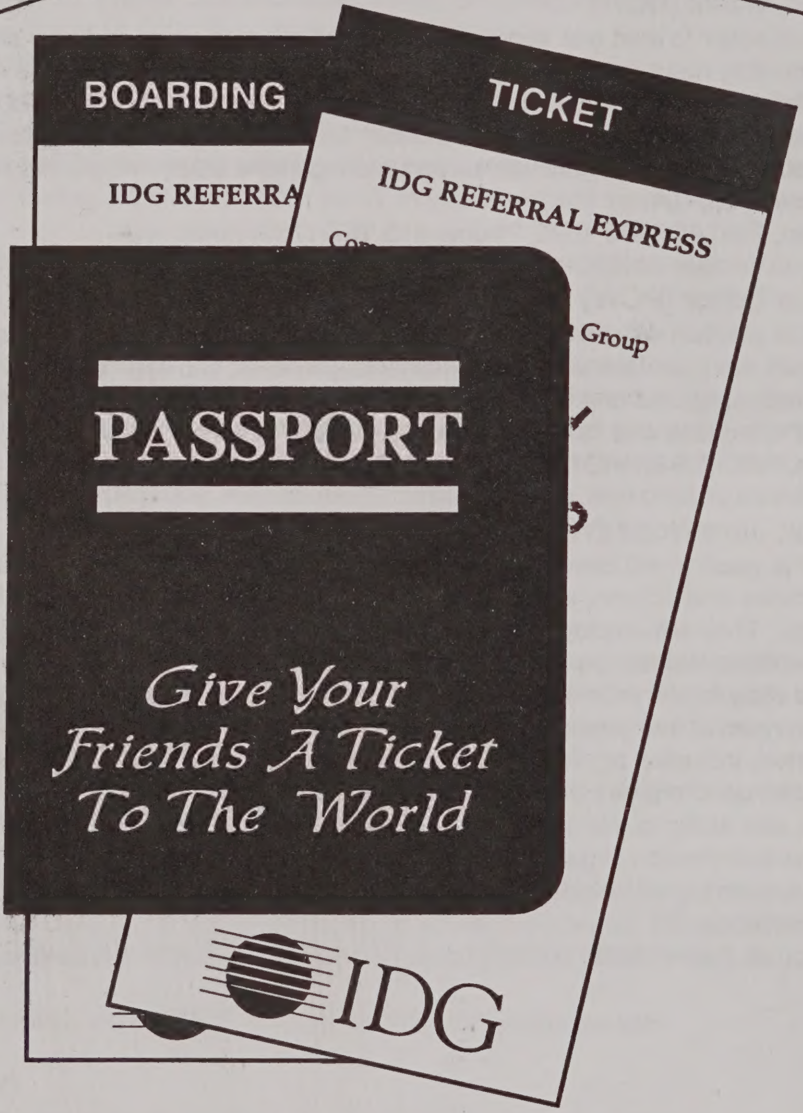
The individual in this position will develop timely and high quality editorial content in JavaWorld, including news, feature articles, how-to articles and column, and will act as a representative of JavaWorld at trade shows, press conferences, and other meetings. They will employ technical knowledge of Java and programming to assure accuracy in JavaWorld content. Responsibilities include: participating with editors in planning editorial content; overseeing article development at assignment and story conference stages; and identifying, recommending, and assigning specific articles. Requirements: minimum of four years of editorial experience in computer journalism and publishing; a keen knowledge of the Internet market, including applications, programming, and technologies; excellent writing and journalistic skills; good analytical skills; good phone skills, a working knowledge of a word processing program. Creativity, self motivation, desire, and ability to learn and keep up with new products and technologies, and the ability to work will with others a must. Basic understanding of Java with the ability to help insure Java applets and scripts work properly and the ability to insure accuracy of technical details in articles and other JavaWorld content necessary.

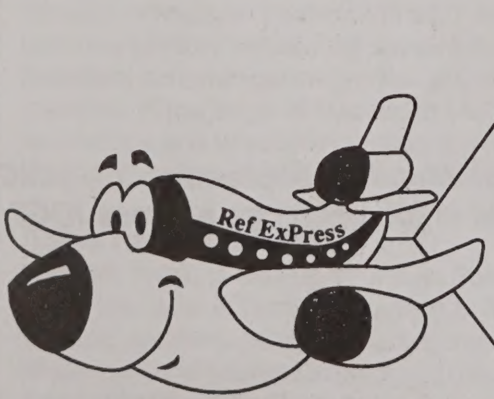
Location: San Francisco, CA

Contact: M. O'Connell, Fax: 415-267-1732, Phone: 415-267-1710, Email: michael.oconnell@javaworld.com

Look for the next ocmplete list of job openings accross IDG on Monday, September 30, 1996!
Visit the IDG Home Page at www.idg.com for a complete list of job openings accross IDG!

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
Co
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG


Ref ExPress

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

NWW GPSC

continued from page 1

port Center activities will be coordinated by **Joanne Wittren**, senior global marketing services manager, a five-year veteran of IDG. Wittren will report directly to Ungaro.

The NW GPSC is committed to helping promote and support the *NW* brand throughout the world by offering international product line meetings, worldwide networking market research and marketing services programs to assist the publications' sales efforts. First-year initiatives for the Network World Global Product Support Center include a major global subscriber survey focusing on 12 of the 18 countries in which IDG publishes networking titles that will provide a comprehensive profile of *Network World* subscribers to help publications target their editorial and marketing/advertising efforts.

In addition, the GPSC will host a worldwide product line meeting in Italy sometime in January. The group will be establishing a Web presence shortly.

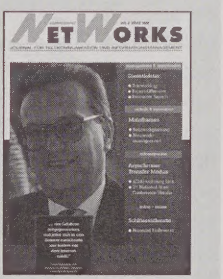
The Network World Global Product Support Center joins IDG's Computerworld/InfoWorld, PC World and Macworld GPSCs.

For more information, contact Joanne Wittren at tel: 508-820-7432 or e-mail: jwittren@nww. com; or ***Jane Davey*** *at tel: 508-820-7410 or e-mail: jdavey@nww. com.*

IDG FIELDS GROWING GLOBAL FAMILY OF NETWORKING TITLES

IDG business units and licensees currently publish 18 networking titles around the globe. These include:

Australia: *Network World Australia* (published 12/year)
Austria: *NetWorks* (supplement to *Computerwelt*, 10/year)
Brazil: *Connections* (12/year)
Bulgaria: *Network World Bulgaria*
(supplement to *Computerworld*, 6/year)
Canada: *Network World Canada* (24/year)
Finland: *Tietoverkko* (10/year)
France: *Reseaux & Telecoms* (12/year)
India: *Information Communications World* (26/year)
Italy: *Networking Italia* (12/year)
The Netherlands: *LAN Magazine* (11/year)
New Zealand: *Network World New Zealand* (4/year)
Poland: *Networld* (10/year)
Romania: *Telecom Romania* (6/year)
Russia: *Network World Russia-SETY* (10/year)
South Africa: *Network World S.A.* (12/year)
Spain: *Communicaciones World* (11/year)
Sweden: *Natverk & Kommunication* (11/year)
U.S.: *Network World* (51/year)



NetWorld
Komunikacja ruchoma GSM
Sieć w GUS-ie
Porównanie hubów

Network World
Tracking the traffic with RMON
VLAN
How virtual LANs are changing the networking landscape

Net
Internet verdringt TV
Stille wens?
T. LEARY?
Zó blijf je anoniem
Nieuws op maat
Sex & meer!
Netsurf naar Atlanta
"Opeens kwamen de telefoontjes..."

7/8
LAN
MAGAZINE
Client/Network!

TIETO
verkko
Kaikki puhelinnumerot muuttuvat!

IDG Mexico Publishes Guide of Gold

TOM MATHEWS

EDITOR CANDELARIA JAIMES (LEFT) AND *assistant* ***Luz Maria Luckie*** *proudly display IDG Mexico's IT buyer's guide.*

Released earlier this year, IDG Mexico's *Guia de Oro de la Computacion* (*The Golden Guide to Computing*), has drawn an enthusiastic response from the corporate buyers and end users the publication serves.

The second annual IT buyer's guide — the only publication of its kind in Mexico — lists more than 9,000 products and services from 1,800 companies in Mexico City, Monterrey and Guadalajara.

Covering four major categories, Hardware, Software, Accessories and Services, the directory includes everything from monitors and modems to Internet, multimedia and audio/visual equipment.

Senior IS executives from Mexico's top 500 corporations receive the guide free as do all *Computerworld Mexico* subscribers. The title is sold for US$20 at IDG Mexico's office as well as at IT expositions and events throughout the year. The 1996 print run of 10,000 is being increased to 15,000 for the '97 edition.

For more information, contact Editor ***Candelaria Jaimes*** *at tel: 525-669-4454; fax: 525-669-1140.*

NOTEWORTHY

PROMOTIONS

IDG Marketing Services has announced two promotions in the London office. Director of Client Services **Andy Hart** and Director of International Sales **Paul Shalet** have both been promoted to senior vice president. "We've had great success in our first full trading year due to the quality and hard work of the team, led by Andy and Paul," said **Jeff Meers**, president of IDG Marketing Services/ Europe, Middle East and Africa. "This gives us a strong management platform to build future incremental business going into the next fiscal year."

NEW EMPLOYEES

JOANNE WITTREN

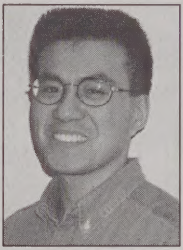
SCHAWBEL

Product Specialist **Sharon Schawbel** has joined the Network World Professional Development Group where she will assist with logistics for the Technical Seminars series. She had been a program coordinator at Printing Industries of New England. Sharon has a B.S. in management from Tulane University and enjoys bike riding and all outdoor activities.

Previously a freelance writer, **Andy Santoni** has joined *InfoWorld* as a senior writer covering semiconductor devices. Andy has a master's degree in engineering from The Cooper Union.

Previously a computer software sales representative, **Lex Call** is an account executive for IDG Books in Southlake, Tex. He has a degree in business from Western State College in Gunnison, Colo., and enjoys golfing, skiing and spending time with his three children.

Michael Roney has signed on as a senior acquisitions editor for IDG Books in New Jersey. He had worked as a contractor for the company for the past year. Michael has a B.A. in journalism from the University of Montana and lists photography, bicycling and hiking among his interests.


CHAN

Eddie Chan joins *PC World Hong Kong* as a staff reporter. Born and raised in Canada, Eddie studied psychology at the University of Manitoba. He speaks fluent Cantonese and he is also learning Mandarin. Eddie lives in a shoebox flat in the densely populated Kowloon Bay area of Hong Kong. In his free time Eddie surfs the Web for ice hockey sites and sends e-mail to his friends in Canada.When the sun is shining and it's not too hot, he goes out to the countryside for barbeques with his friends.

ERMACO-JOHNNY

Sahr Ermaco-Johnny joins *PC World Hong Kong* as a features writer. Originally from England, Sahr studied at the London School of Economics for three years, during which time he edited the arts section of the college magazine. Sahr speaks fluent Cantonese and is learning Mandarin. In his free time, Sahr writes fiction, surfs the Web, plays his saxophone and generally just enjoys the peacefulness of his home in the little fishing inlet of Mui Wo on Lantau, the biggest of Hong Kong's 300-plus islands.

Michael Cousins has joined IDC/LINK in New York as consulting director for the New Media Group. He was previously director of consulting services for Giga Information Group. Michael has a B.A. in economics from the University of Lancaster in the U.K. and completed post-graduate work in business administration at Henley Management College, also in the U.K. He spends his off hours skiing, swimming and running.

At IDC in Framingham, Mass., **Scott Williams** has signed on as webmaster. Scott has a B.S. in electrical engineering from the University of Lowell and enjoys spending his free time with his family.

Rosemary Buja has joined Computerworld's Information Management Division as a telephone interviewer. She was previously a sales associate at Lord & Taylor. Rosemary has a B.A. in history and secondary education from Russell Sage College. In her free time she's involved with community theater and the Cub Scouts.

COMPUTERWORLD

KEHOE

District Sales Manager **Denyce Kehoe** is based at *Computerworld*'s Burlingame, Calif., office. She was previously national electronics manager for M&L International Marketing. Denyce has a B.A. in international relations and English writing and enjoys jogging, tennis and spending time with her two-year-old daughter.

SU

Jean-Baptiste Su is a an official member of the *InfoPC* editorial staff at IDG France. He had been working as a freelance writer for several IDG publications since 1993. Jean-Baptiste has a B.S. in computing for real-time systems from Bristol Polytechnic in the U.K.

ADDRESS BOOK CHANGE

IDG Romania has moved to new offices with new phone and fax:

IDG Communications
Publishing Group SRL
Bdul. Maresal Averescu
No. 8-10, Et. 7
Cam. 705-708, ICI Building
Bucharest 2
Romania

Tel: +40-1-666-29-78
Fax: +40-1-223-05-39

E-mail: idgro@kappa.ro;
cwro@ul.ici.ro

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Kevin McPherson - Computerworld

FOURTEEN YEARS
Paul Gillin - Computerworld

ELEVEN YEARS
Gebhard Osterwalder - IDG Switzerland

TEN YEARS
Janet Glynn - IDG
Gail Franks - Computerworld
Philippe Mingori - IDG France
Sylvie Neuhoff - IDG France

NINE YEARS
Stefanie Beach - InfoWorld
Gary Beach - Computerworld
Claire Leroy - IDG France

EIGHT YEARS
Hillary Kushinsky - IDG

SEVEN YEARS
Ramazan Taskin - IDG Turkey
Joseph Maglitta - Computerworld
Christina Ölschläger - IDG Germany

SIX YEARS
Beat Hochuli - IDG Switzerland
Jill Zolot - Computerworld
Peter Guastella - Publish
Ma. Jose Marzal - IDG Spain

FIVE YEARS
Akodogan Özkan - IDG Turkey
Laurence Carton - IDG France

FOUR YEARS
Doris Dietlicher - IDG Switzerland
Donna Moschella - IDG
Nancy Dixon - IDG

THREE YEARS
Jay Rizzoli - CIO
Cheryl Talamini - IDG
Peggy Wallace - InfoWorld
Kim Gilliard - Computerworld
Tim Gallan - IDG Books
Ana Maria Llorente - IDG Spain

TWO YEARS
Kathryn Grybauskas - CIO
Wendy Lee - InfoWorld
Julie King - Computerworld
Candace O'Keefe - Computerworld
Fabiola Franz - Computerworld
Serena Ko - IDG Hong Kong
Brenda McLaughlin - IDG Books
Kevin Spencer - IDG Books
Diane Giangrossi - IDG Books
Kathy Norman - IDG Books
Radiance Tan - IDG Singapore

ONE YEAR
Valerie Barone - IDG
Carol Zarrow - CIO
Didier Weizman - IDG
Glen Mossesso - IDG
Paul Carlin - IDG
Keith Kenner - CIO
Tamara Paulson - IDC Government
Cigdem Palas - IDG Turkey
Volkan Ersoy - IDG Turkey
Önder Arslan - IDG Turkey
Anthony Andrade - InfoWorld
David Minehart - InfoWorld
Sara Moore - InfoWorld
Lucien Rhodes - InfoWorld
Francis Hayes - Computerworld
Amy Blechman - Computerworld
Mitchell Wagner - Computerworld
Dena Todd - PC World
Jacqueline Mailloux - IDG Hong Kong
Karin Leite - IDG Books

THIS IS DEFINITELY THE LAST NOTICE!

SEPTEMBER 15* IS THE DEADLINE FOR IDG'S INTERNATIONAL EMPLOYEE PHOTO CALENDAR CONTEST

1. Submit up to two color or black-and-white prints or 35mm slides clearly labeled (do not write directly on back of prints) with:

- **your name**
- **business unit address**
- **telephone and fax number**
- **photo title**

2. Submit photos as developed without retouching.

3. All entries must be received no later than September 15*.

4. Send your photos to:

IDG World Update
31 Milk St., Suite 210
Boston, MA 02109
U.S.A..

***O.K., we won't be in the office on Sunday, so make sure the photos arrive by Sept. 16.**

CASH PRIZES WILL BE AWARDED:
$250 (FIRST PLACE), $150 (SECOND), $100 (THIRD)

Check It Out! IDG Central is Up and Running

A wealth of information for IDG employees worldwide is now available online via IDG Central, IDG's new internal Web site.

To get your login and password, send a request via e-mail to: globalcomm@idg.com. Please include your name and business unit. The address for IDG Central's URL is http://globalidg.com.

IDG Central is home to *IDG World Update Online*, the IDG News Service database, discussion forums, IDG's North American Travel Policy, Human Resources data and an IDG executives-only section.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Rob Springer will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* magnetic pens.

HONORABLE MENTIONS:

"I should have bought the ...*For Dummies* book!"

- Jackie Pennywell
IDG Books, Indianapolis

Thelma wondered if she should point out that Lotus Notes 4.0 probably won't work on the kids' Nintendo.

- Carrie Voorhis
IDG Books, Indianapolis

Smedley, having just discovered the cure for AIDS, cancer and the common cold, suddenly wished his version of DOS had an 'undelete' command.

- Michael Welch
IDG Books, Foster City, Calif.

"And you thought that by becoming a white-collar worker you'd avoid manual labor..."

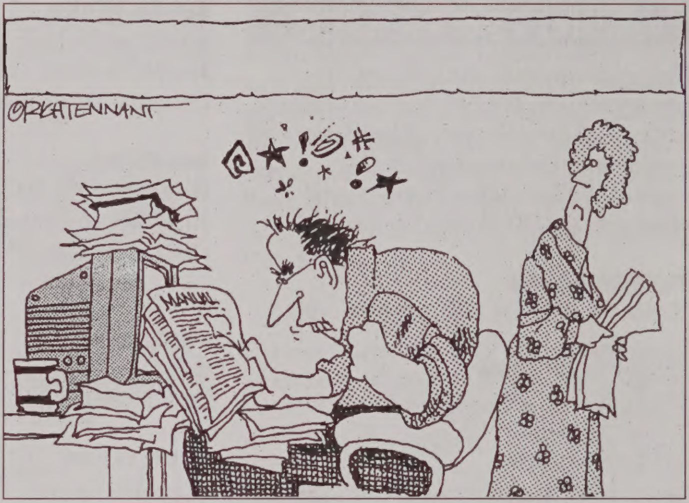
- Vahe Habeshian
IDC, Framingham, Mass.

"I have four degrees! I speak seven languages! I advise leaders of nations! Why don't I understand a single word?"

- Bill Rinko-Gay
PC World, Spring, Texas

We interrupt this comic for a word from our sponsors: "Does DOS have you down? When trying Windows do you feel winded? Well, try *DOS For Dummies* and you'll soon be back on your feet...100% satisfaction guaranteed."

- Mike Wallace
PC World, San Francisco



Ellen wondered if she should tell Rick his manual was in Finnish.

- Rob Springer
IDG Books, Indianapolis

If Bob could only accept he truly was a dummy, maybe IDG Books could help!

- Tracy Pennell
Network World, Irvine, Calif.

RICH TENNANT'S CAPTION

Wanda had the distinct feeling her husband's new software program was about to become interactive.

Rich can be reached via the Internet at: the5wave@tiac.net.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 38

September 16, 1996

ON LINE: MICHAEL McCARTHY, THE PRESIDENT OF WEB PUBLISHING, GOES ON RECORD
PAGE 3

IDC RESEARCH VENTURE FUND AWARDS FIRST GRANT FOR PROJECT NEXT WAVE
PAGE 4

IDG CENTRAL UPDATE: ONLINE FORUMS LET EMPLOYEES LEARN FROM ONE ANOTHER
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Tip Top

IDG Newsletters' TipWorld celebrates six-month anniversary with 230,000 subscribers...and counting

IDG WORLD UPDATE

TEAM TIPWORLD. *Six of the many hard-working individuals who have helped make TipWorld such a success pose outside the IDG Newsletter Corp. office. From left:* ***John Forgetta****, production manager;* ***Rose Circeo****, Webmaster;* ***David Bromley****, managing editor;* ***Craig Pierce****, president and CEO;* ***Joe Pierce****, publisher; and* ***Jim Welp****, executive editor.*

What's got great productivity tips for 15 of today's hottest IT topics, a daily circulation of more than 230,000, and the attention of major advertisers like Microsoft?

Answer: IDG Newsletter Corp.'s TipWorld. Billed as "The Internet's #1 Source for Computer Tips, News and Gossip," TipWorld is actually a growing collection of e-mail newsletters broadcast daily to a subscriber base that is projected to reach one million by the end of fiscal 1997. Operated in partnership with PC World Online Services, which contributes technical and marketing expertise, TipWorld is a natural extension of the IDG Newsletter Corp. charter to be "the world's premier publisher of tips and techniques for computer users," according to IDG Newsletters President **Craig Pierce**. "Our relationship with PC World brings great strategic value to the project with respect to the

•CONTINUED PAGE 6•

CIO Russia Targets an Emerging Market

High-level Russian IT managers and business executives will get their first glimpse of *CIO Russia* this month. The title will be published by a new IDG licensee, LBL-Baltic, and will appear as a 16-page insert in the September/October issue of *RM Magazine*, a user-oriented, technical PC magazine with a circulation of 10,000.

CIO Russia is the third title in IDG's *CIO* product line. *CIO* debuted in the U.S. in 1987 and *CIO Canada* launched in 1993. Like the other *CIO* titles, *CIO Russia* will be a glossy, upscale magazine that focuses on on-the-job experiences of CIOs. Much of the content initially will be from *CIO* U.S. There are no competing publications in the market.

After a couple of issues as an insert, *CIO Russia* will appear as a 48-page bimonthly stand-alone title in March 1997 and will be published monthly by June 1998.

While *RM Magazine* is available primarily on the newsstand, with one-third by subscription, the publishers aim to develop a mailing list for a controlled circulation distribution of *CIO Russia*. Currently, that tactic is not often employed in Russia. While Soviet-era publications were distributed for free, the licensed products with broad appeal that have entered the market from IDG and Ziff-

•CONTINUED PAGE 7•

IN BRIEF

Dummies Enter Final Frontier: Cyberspace

...FOR DUMMIES

***IDG BOOKS PRESIDENT John Kilcullen** identifies Dummies Webmaster **C.J. Yem**, while Yem and **Milissa Koloski**, executive vice president and publisher of Dummies Press, point out the "help" key on the new Dummies Web site (http://www.dummies.com). The site is designed as a meeting place where Dummies readers can interact with each other, with Dummies authors and with IDG Books Worldwide. The site includes contests, sample chapters from the newest books, chat rooms and a listing of Dummies events. The ...For Dummies series has grown from DOS for Dummies in 1991 to more than 230 titles and 25 million books in print in 30 languages.*

IDG EVENTS

These events were not included or were listed incorrectly in the IDG Events Calendar published in the Sept. 2 issue of *IDG World Update*:

Entertainment Education Electronic Expo (E4)
Nov. 21-24
Mexico City

Macworld Expo/Mexico
Nov. 26-28
Mexico City

For more information contact IDG Mexico at
tel: 525-669-4454
fax: 525-669-1140

SHORT TAKES

IDC Europe last month launched its newest service, the European Internet/Intranet Market Service, that will examine individual and corporate use of the Internet and the World Wide Web as well as analyze emerging trends in interactive communications and electronic markets. The launch was timed to coincide with the first release of IDC's European Web Index, a measure of Internet use in the region that will be published monthly. According to the most recent data, the number of Web users in Western Europe jumped from 1.9 million in 1995 to 4.7 million in 1996.

*For more information contact IDC Pan-European Marketing Manager **Meryl Salter** at tel: 44-181-995-8082.*

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IDG ranked No. 32 in *Advertising Age*'s annual listing of the 100 Leading U.S. Media Companies. Based on 1995 U.S. revenue, IDG moved up four spots with $606.4 million in revenue, representing a 23% increase over '94. Ziff-Davis/Softbank dropped two spots to No. 26 with $868 million in revenue. CMP weighs in at No. 60, up from 64, with $382 million. Among magazine publishers, Ziff ranks 6, IDG is 10, McGraw-Hill is 15 and CMP is 17.

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Federal Computer Week's *Government Best Buys* editorial supplement will reach 103,000 buyers in U.S. federal, state and local government, beginning with the Oct. 7 issue. *Government Best Buys*, which has been published monthly inside *FCW* for 63,000 subscribers and for 20,000 *InfoWorld* subscribers since April '94, will now be sent to 20,000 readers of *Network World*. The editorial focus of the supplement, and the FCW Test Center, will be expanded to include tests and reviews of networking products, making *Government Best Buys* the only publication to offer this type of networking content for the government market. *Government Best Buys* will be published separately and polybagged with *FCW* and inserted into *InfoWorld* and *Network World*.

*For more information contact Editor **Carolyn Duffy Marsan** at tel: 703-876-5123, e-mail: cdm@fcw.com.*

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Computerworld's Lead Management Group, a subset of CW's Information Management Division, was acquired last month by Harte-Hanks Communications, Inc., headquartered in San Antonio. The Lead Management Group will become part of Harte-Hanks Direct Marketing. "This is a winner all around," said **Rich Mikita**, VP/general manager of CW's Information Management Division. "All our employees transferred to the new company, the clients now have access to a broader range of services from the industry leader and *CW* sales people can continue to craft comprehensive marketing service packages for their clients using Harte-Hanks' lead management services." The group will continue to be based on the East Coast, and is currently subleasing space at CW's 500 Connecticut Path offices.

For more information contact Rich Mikita at tel: 508-872-2700, e-mail: rich_mikita@cw.com.

ON LINE

MICHAEL McCARTHY

The president of Web Publishing Inc. is this week's guest columnist.

Q Can you give a brief overview of Web Publishing Inc.?

A *SunWorld Online* launched July 1995, from the ashes of *SunWorld/Advanced Systems.* We started *JavaWorld* in February 1996; *NetscapeWorld* was started in March by another business unit, and we inherited it in May. *SunWorld* started with seven people; we now have 17 for three pubs.

As IDG's sole Web-only publishing group, you've got all your eggs in one basket, as it were. Can you talk a little about the advantages/disadvantages of publishing only in an online environment?

The biggest advantage of publishing "cellulose-free" is that you aren't competing with the print version of yourself. Also, in our markets, the readers tend to be online a lot anyway.

The biggest disadvantage is there's no serious money in it. *JavaWorld* is unlikely to turn into a $30 million powerhouse soon due to constraints on the technology, lack of consensus on the value proposition and the narrower audience. On the other hand, maybe I can make it up in sheer volume; the ease of launching profitable niche magazines online could lead to 10 webzines at $3 million each!

You have a print publication background. How have you gotten yourself up to speed in terms of Web publishing? Have you found any resources that might be of particular help to other IDG business units?

Right after we launched last year, I went to the online functional meeting hoping to suck my colleagues dry. Turned out we were so early, nobody knew any more than I did. That was a year ago — now a *lot* of IDG people know *tons* about Web publishing in all its flavors. So ASK! I see sites making the exact same mistakes I made months ago — why? Call your opposite numbers in other business units or post questions to the Global Web Support Center (http://www.supportcenter.com. You can get a password from Vicki Anderson at: vicki.anderson@wpi.com). IDG is now the biggest Web resource center in the world — start stealing!

What do you see as the three biggest mistakes people make when publishing on the Web?

Only three? I've made more mistakes than that in the past month. OK, here goes.

1. "It's a new world" a.k.a. "I love technology!" Let's host our own hardware, let's write Java code so we can serve a unique page to each visitor, let's commit to a beta version of that advanced database system, let's... let's... let's spend a lot of money pioneering in technology instead of in publishing. My view: We're a magazine — not a technology demo.

2. "I can publish *every day*!" So what? You can on paper, too — daily newspapers do it all the time. Magazines aren't monthly because of technology limitations but because of a decision based on the intersection of economics and positioning. We're positioned as monthly feature magazines for technical professionals, delivered on the Web. The money we save being on the Web we spend giving a very focused technical reader a great deal of in-depth technical information (and live code, our major break with print). So far, they don't complain. But then, we don't get many surfers in our neck of the Web.

3. "Sportszone is a good model for a trade pub." Most conventional wisdom about the Web is based on mass-market sites and consumer goods advertising. But *SunWorld* isn't *TV Guide*, and Unix professionals aren't teen surfers. At Web Publishing, we violate every Web "convention" — our articles are 5,000-word files, we publish monthly, use limited graphics, don't use chat, don't offer shareware downloads. But we have 50,000 readers for each magazine, with nearly zero turnover, and our advertisers are doing so well they won't leave.

The entire history of print publishing is being recapitulated online, with all the complexities made more complex, not less. Our motto about Internet "rules": In God We Trust, All Others We Test.

Can you talk a little about your three publications/briefly describe them/their audience/how often are they updated/how do you build circulation/are they free or paid/who do you consider to be your competitors — are they only online pubs or do you see yourselves competing against print pubs too?

Very briefly: Ours are magazines for technical professionals, free, competing with print pubs in the same market, with voluntary subscriptions that capture demographics. *SunWorld* has 30,000 subscribers, *JavaWorld* 40,000, and *Netscape World*, recovering from a bad launch, 11,000 new subscribers. We are cellulose-free and I pray every day I won't ever again have to talk to a paper broker.

What sort of advertising model have you worked out?

We're modeled on our print predecessors: Our rates are based on rates for similar readership when we were print; we sell the power of our specialty readership; we charge monthly (issue) rates rather than page views or clicks; we sell cost-efficient and unique access to our valuable audience; we keep in mind our positioning.

The only aspects of being online we emphasize to advertisers are timely interactive access to readers and short production cycles. We're not trying to create a new wonderful world, just a new channel with special features — and special problems!

IDC Research Venture Fund Awards First Grant

Created with $100,000 investment by IDC, fund supports innovative, cross-group research projects

The IDC Research Venture Fund last month awarded its first grant for "Project Next Wave: The Market for Next-Generation Personal Computing Devices," a proposed research service from IDC's Personal Systems Group and the IDC/LINK New Media Group.

The Research Venture Fund was established in response to the 1995 IDC Strategic Planning Session where employees identified a need for greater cooperation and collaboration between IDC research groups, said Senior Executive VP/Research **Frank Gens**, who heads up the fund's management team.

> *"We are looking for far-sighted, innovative research that demonstrates thought leadership and leverages IDC's unique strengths."*
>
> **- Frank Gens**

Cross-group and multi-regional efforts will bring broad-based, high-value research to IDC's clients, ultimately benefiting the company's bottom line, Gens noted.

IDC made an initial investment of $100,000 to create the fund. Profits from the research projects are intended to sustain the fund and allow for an increasing number of grants each year.

"We are looking for far-sighted, innovative research that demonstrates thought leadership and leverages IDC's unique strengths in providing global and comprehensive coverage of technology products and services," Gens said. Project Next Wave edged ahead of two other strong proposals — a collaboration between four European offices on virtual reality and an Asia/Pacific-based proposal on user purchasing patterns.

IDC VP/Worldwide Systems Research **Bruce Stephen** described Project Next Wave as a "holistic analysis of emerging markets for information appliances that use the Internet." According to Stephen, the service will be a "stream of deliverables" including an ongoing series of demand and supply side reports and a monthly online newsletter.

Among the next-generation information appliances the project will examine — all of which have Internet capabilities — are television, network computers, screen phones, smart handheld devices and gaming machines.

Some reports will be based on interviews and focus groups with end users in the U.S., while other reports will draw on IDC expertise and research on distribution channels, consumer technology and the Internet.

Michael Cousins, director of consulting for IDC/LINK's New Media Group, will serve as project manager and lead a team that includes IDC Systems Analyst **Stephen Tirone**, Program Director/Terminals Research **Eileen O'Brien**, Senior Analyst/Channels **Stephen Baker** and VP/Research IDC/LINK **Bill Ablondi**. The project will be integrated into the groups' existing workload.

The staff expects to kick off Project Next Wave with the release of its newsletter later this month. Stephen predicts interest in the research will run the gamut from telecommunications companies to PC vendors to new media operations, representing a cross section of IDC and LINK clientele. Gens hopes that Project Next Wave will be rolling off the tongues of industry heavyweights at the 1997 European IT Forum.

APPLYING FOR FUNDING FROM THE IDC RESEARCH VENTURE FUND

Grants are awarded annually. The next round of proposals will be due in the first quarter of 1997.

GUIDELINES:

- **All IDC employees worldwide are eligible.**
- **Funding will be awarded to as many proposals as meet the evaluation criteria.**
- **Research teams must consist of analysts from at least two different worldwide research groups or country offices.**
- **Teams may apply for funding to cover up to 50% of the proposed study's direct expenses. The remaining 50% must be covered by the research teams. Teams may obtain advances from clients by shopping the prospectus once the project has been approved.**
- **Profits from report sales will be shared between teams and the Research Venture Fund, reflecting the fund's investment. The maximum amount of money returned to the fund will not exceed 200% of the fund's initial contribution.**

Research proposals are evaluated by a committee of 14 members representing IDC's worldwide research groups. The committee bases its selections on the following criteria:

- **Involvement of multiple major IDC research groups and/or country offices.**
- **Focus on innovative, high-value research that provides insight to clients and prospects and generates high visibility for IDC.**
- **Sound business plan with strong financial returns.**

For more information contact:
Frank Gens at tel: 508-935-4268,
e-mail: fgens@idcresearch.com.

Job Opportunities
Monday, September 16, 1996

Sales Assistant (CIO)

In this position you will be responsible for providing administrative support to our sales staff in Fairfield, NJ. Responsibilities will include general office duties, mail distribution, ordering office supplies, media kit assembly, data entry, answering phones, directing incoming calls, and arranging travel. Ideal candidates will be enthusiastic, possess strong interpersonal skills, and excellent computer skills, and be able to meet deadlines. ***Location: Fairfield, NJ***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Web Developer (CIO)

CIO is looking for a Web Developer to be part of the web team. This position requires prior web development experience with HTML, CGI, Perl, etc. Familiarity with Mac, Windows, and UNIX a plus. College degree with a minimum of one year experience, preferably in a publication environment, is required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

District Sales Manager (CW)

Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies on the West Coast. Candidates should possess a minimum of 5 years relevant sales experience within high tech, have a strong knowledge of our customer's business, and be PC proficient. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Sales Associate (CW)

The selected individual must demonstrate strong telephone communication skills with emphasis on developing/maintaining client relationships. PC proficiency and strong organizational and interpersonal skills are necessary. Must be able to prioritize. Working knowledge of AmiPro, Lotus 1-2-3, Lotus Notes, and Freelance Graphics software is preferred. Individual will be a member of the support team assisting three district managers and a regional VP in all phases of the advertising sales process. ***Location: Waltham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Executive Assistant to the VP of Emerging Markets (IDG/B)

The individual in this position will provide clerical and research support to the VP of Emerging Markets as well as the entire Emerging Markets sales team. Must be self motivated with the ability to handle a variety of projects and multiple tasks. Should have experience with spreadsheets, databases, and mail merge. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Executive Assistant to the VP, US Trade & Channel Marketing (IDG/B)

The individual in this position will provide administrative support involving typing, correspondence, filing, telephones, faxes, mailing, organizing meetings, calendar scheduling, travel and conference arrangements. Other duties include special projects and reports. Degree preferred with at least 3 years corporate experience. Must be Macintosh proficient with a thorough knowledge of MS Word, PowerPoint, Act, databases, and Email. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Human Resources Assistant (IDG/B)

The individual in this position will be responsible for payroll administration including assisting with answering questions, processing timesheets, generating reports, and tracking and maintaining databases. Other duties include the general support of the HR department involving word processing, filing, sorting mail, phones, and other clerical duties as assigned. Knowledge of wage and hour laws coupled with HRIS and PC experience required.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Manager Order Services Development (IDG/B)

The Manager Order Services Development will be responsible for customer satisfaction in the day-to-day support functions that the company relies upon to effectively service all of its customers. Will work closely with the project team in defining, selecting, customizing, training, and implementation of a new transaction processing system along with developing a team order services environment. Requires a college degree, preferably in business administration or management with thorough knowledge of all aspects of order services. Operation start-up experience a valuable asset. Book publishing background experience desirable. Knowledge of computer software technical support a plus.
Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Vice President of Circulation and Marketing (IDG/Newsletters)

IDG Newsletters seeks a senior circulation leader to take charge of the IDG Newsletter portfolio of print and electronic properties. This is an exciting challenge for a progressive and creative executive knowledgeable in all aspects of Circulation. The individual in this position must have a track record of success in launching new products, building teams, and direct marketing. Responsibilities include: marketing, budgeting, forecasting, and in-house fulfillment management for a growing portfolio currently consisting of 9 print newsletters and 15 electronic properties. Ability to execute cost-effective new business and renewal campaigns with analytical skills necessary to measure the results. Strong organization, communication, and computer skills required. Experience with in-house fulfillment operations and an understanding of the Lighthouse Publishing Magazine Publishing Model a plus. ***Location: Boston/Framingham***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Editorial Assistant (IDG/IPS)

The successful candidate will be responsible for a range of editorial and administrative functions that support IDG's worldwide, real-time electronic news service. This entry-level position reports directly to the Editor in Chief and offers exposure to all facets of News Service operation. Specific duties will include retrieving copy form IDG publications worldwide; organizing and maintaining News Service databases and library resources; basic research (with heavy emphasis on the Worldwide Web and other electronic media); event planning and organization; copy editing; and spot news reporting and writing. Journalism training and/or some professional experience is required. Experience with or interest in computers and electronic publishing is strongly preferred. Foreign language skills are a big plus.
Location: Boston, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Notes Administrator (IDG/IPS)

Responsible for support and ongoing development of Lotus Notes infrastructure for International Publishing Services, encompassing international newsgathering and dissemination, international licensing, and weekly company-wide newsletter. Handle global user support, mail administration, system security, and workflow processes, coordinating with IDG Global Communications as necessary. Spearhead implementation of Domino product to maximize Web publishing from Notes databases. Develop custom Notes databases, forms, views, scripts, and agents as required. Position requires 3+ years Notes administration experience, excellent communication, and client service skills.
Location: Boston, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Computer Industry Analyst (IDG/Rsch)

The Industry Analysis department of IDG Research Services seeks a Computer Industry Analyst to produce fact sheets on the information-technology marketplace; provide information and analysis to clients; establish/maintain information resources; and assist in the research survey process. Candidates must be strong in oral and written communications; possess excellent interpersonal and secondary research/analytical skills; be knowledgeable about on-line databases, Internet, and other research sources; and be able to handle multiple tasks independently. Required: nontechnical degree; 1-3 years experience, preferably in marketing or communications. Knowledge of publishing and computer industries, as well as hands-on experience with spreadsheets, graphics, and desktop publishing software, a plus.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Circulation Specialist (IFW)

The individual in this position will assist with various circulation activities such as auditing list rentals and mailings, along with handling administrative duties. In addition, will be responsible for maintaining, monitoring, and fostering growth with InfoWorld's InfoQuote program. A good working knowledge of PowerPoint and Access is a plus.

Location: San Mateo, CA

Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Senior Editor, Enterprise Solutions Team (IFW)

The editor will edit feature-length product comparisons. Top notch writing and editing skills and thorough knowledge of corporate-scale computing solutions are a must. The position requires a journalism background with 2 to 5 years of computer industry experience, as well as a proven track record as a team player. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Analyst, Network Solutions Team (IFW)

The new analyst will install, test, and write reviews of several products per week. Job requires one or more years of product testing and writing, experience with NetWare and Windows NT Server, along with Windows client systems, plus experience with remote access technology. UNIX and Macintosh experience, in addition, is preferred. Strong communication skills required. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Reviews Analyst (IFW)

The new analyst will test and write reviews of several products per week. Job requires one or more years of product testing and writing, and experience with NetWare and Windows NT Server, along with Windows client systems. UNIX and Macintosh experience, in addition, is preferred. Strong communication skills required. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Content Engineer, Online (MAC)

The primary responsibility of this individual will be to oversee and coordinate online production work for Macworld Online as well as manage a small production staff. The ideal candidate must have a strong background in all aspects of online production, which includes a thorough understanding of HTML and Web technology. He/she should have a strong technical background and working familiarity with: UNIX OS, programming CGIs in Perl, QuarkXPress, Filemaker Pro, and database publishing. ***Location: San Francisco, CA***

Contact: P. Devine, Fax: 415-442-0766, Phone: 415-978-3247, Email: -NA-

Administrative Assistant (PCW)

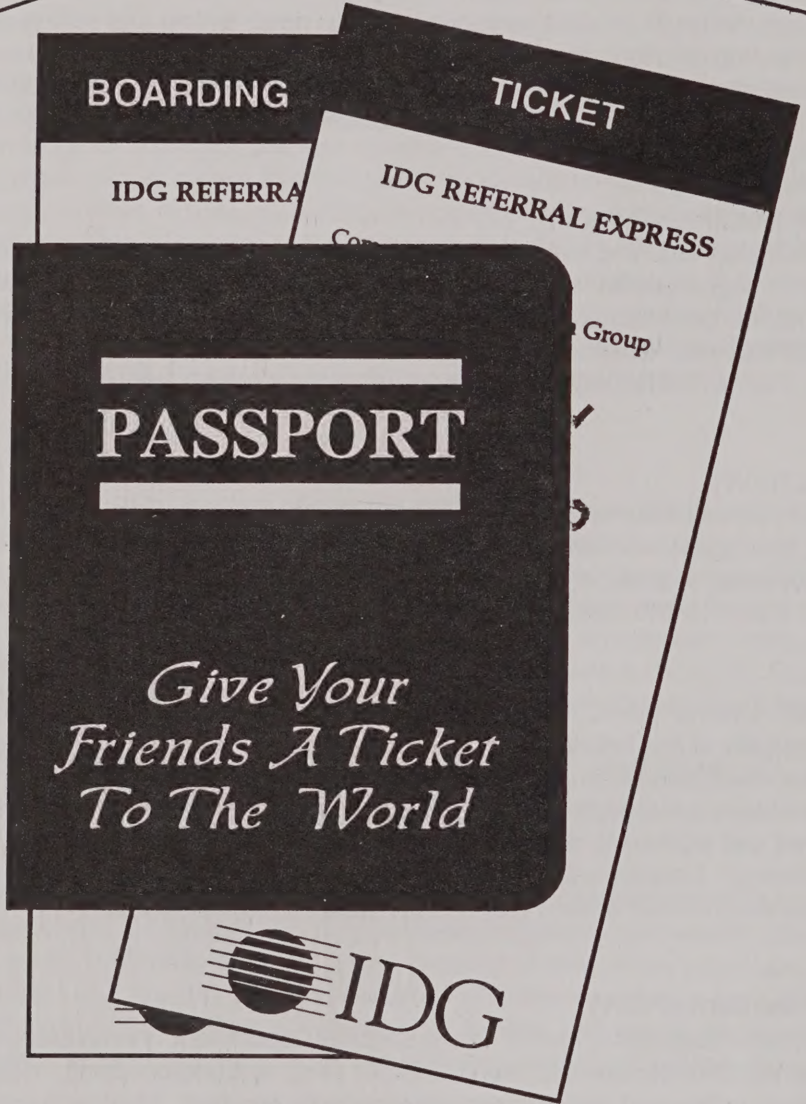
To provide administrative support for the PC World Editorial Department. Heavy clerical and administrative support which includes phones, word-processing, client contacts, filing, and photocopying. Highly organized and detailed oriented with excellent written and verbal communication skills required. Must be familiar with the IBM PC or compatible. Must be proficient in Word for Windows and a spreadsheet program. Minimum of 1 year clerical experience required.

Location: San Francisco, CA

Contact: L. Grubbs, Fax: 415-974-7316, Phone: 415-978-3275, Email: -NA-

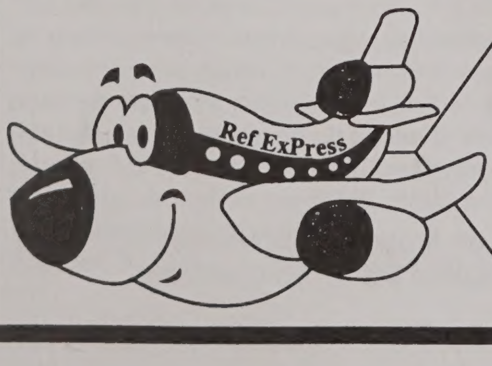
Please look for the next complete list of job openings accross IDG on Monday, September 30, 1996!
Please visit the IDG Home Page at www.idg.com for a complete list of job openings!

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)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TRAVEL UPDATE

Airline Frequent Flyer Programs and Tie-ins

AIRLINE/ PROGRAM	AIRLINE TIE-INS	HOTEL TIE-INS	CAR RENTALS, ETC.	BONUS MILES*	AWARD MILES**
Alaska Airlines **Alaska Mileage Plan** 800-654-5669	British Airways, Harbor, Horizon, Northwest, Qantas, TWA	Hilton, Holiday Inn, Hyatt, Kimpton Group, Preferred Hotels, Princess Cruises Hotels, Red Lion Inns, West Coast Hotels, Westin, Westmark	Alamo, Budget, Hertz, Seafirst Bank Visa/MasterCard, Diners Club, The Flower Club, Alascom, Sprint	**50%** First	**20,000** Domestic
America West **FlightFund** 800-247-5691	Aeromexico, Air France, Air New Zealand, British Airways, Continental, Northwest, Suntrip	Conrad, Hilton, Radisson, Westin, Holiday Inn	Alamo, Avis, Dollar, National, Thrifty, Diners Club, FlightFund Visa, Sprint	**50%** First **50%** Coach	**20,000** Domestic
American **AAdvantage** 800-882-8880	American Eagle, Canadian Airlines, Cathay Pacific, Hawaiian, JAL, Midway, Qantas, Reno, Singapore, South African Airways	Crowne Plaza, Fairmont Hotels, Fiesta Americana/Fiesta Inns, Forte, Hilton, Hilton International, Holiday Inn, Hyatt, Inter-Continental, ITT Sheraton, Le Meridien, Loews, Marriott, Radisson, Red Lion Inns, Sandals, Vista, Wyndham, Westin	Alamo, Avis, Hertz, National, Citibank AAdvantage MasterCard or Visa, Diners Club, FTD Direct, MCI, Computer City, SNET Mobile Comm., AAdvantage Dining program, Fly AAway Vacations	**50%** First **25%** Business	**25,000** Domestic
Continental **OnePass** 713-952-1630	Aer Lingus, Aerolineas Argentinas, Air Canada, Alitalia, America West, BWIA, China Airlines, Czech Airlines, Frontier, GP Express, Iberia, Lan Chile, Malaysia, Qantas, SAS, SkyWest	Aston, Camino Real, Conrad, Fiesta Americana/ Fiesta Inns, Hilton, ITT Sheraton, Marriott, Melia/Sol, Radisson	Alamo, Avis, Dollar, Hertz, National, Thrifty, Europcar, American Express, Capital TeleTravel, MCI, Diners Club, The Flower Club, Bank of Hawaii, Marine Midland Bank Visa or MasterCard	**50%** First **25%** Business	**25,000** Domestic
Delta **SkyMiles** 800-323-2323	Aer Lingus, Aeromexico, Air New Zealand, ANA, Austrian, Finnair, Malaysia, Sabena, Singapore, Swissair, Varig	Conrad, Crowne Plaza, Forte, Hilton, Hilton International, Holiday Inn, Hyatt, Inter-Continental/Forum, ITT Sheraton, Le Meridien, Marriott, Preferred, Radisson, Renaissance, Swissotel	Alamo, Avis, AT&T True Rewards, Hertz, American Express, Diners Club, Renaissance Cruises, The Flower Club, Delta SkyMiles Credit Card, Charles Schwab & Company	**50%** First **25%** Business	**25,000** Domestic
Northwest **WorldPerks** 800-447-3757	Air New Zealand, Air UK, Alaska, Aloha, America West, Asiana, Business Express, Eurowings, Hawaiian Trans States, Horizon, KLM, Midwest Express, Northwest Airlink, Pacific Island Aviation	Crowne Plaza, Courtyard, Fairfield Inn, Golden Tulip, Hilton/Conrad, Holiday Inn, Hyatt, Marriott, New Otani, Peabody, Radisson, Shangri-La, Sheraton, Westin	Alamo, Avis, Europcar, Hertz, National, Diners Club, WorldPerks Dining for Miles program, The Flower Club, MCI, World Vacations, First Bank WorldPerks Visa	**50%** First **25%** Business	**20,000 to 25,000** Domestic, depending on time of flight
TWA **Frequent Flight Bonus** 800-221-2000	Air-India, Alaska, Horizon, Ladeco Chilean Airlines, Philippine, TWA Express, Aerolineas Argentinas	Adam's Mark, Conrad International, Forte, Hilton, Inter-Continental, Marriott, Radisson, Renaissance	Alamo, Avis, Thrifty, Diners Club, The Flower Club, Sprint, EAB Visa/MasterCard, TWA Getaway Vacations, TWA Getaway Credit Card, LDDS Metromedia Communications	**50%** First **25%** Business	**20,000** Domestic
United **Mileage Plus** 605-399-2400	Aeromar, Air Canada, Air France, Aloha, Ansett, ALM Antillean, British Midland, Cayman, Gulfstream, LAPA, Lufthansa, National, SAS, Sunaire, Transbrasil, Thai	Conrad, Demeure Hotels, Forum, Grupo Sol, Hilton, Hilton International, Holiday Inn, Hyatt, Inter-Continental, ITT Sheraton, Libertel Hotels, Marriott, New Otani, Radisson International, Ritz-Carlton	Alamo, Avis, Budget, Dollar, Hertz, National, Crystal Cruises, NCL, Renaissance, RCL, 1-800-FLOWERS, Diners Club, AT&T, First Card Classic Visa or MasterCard, United Mileage Plus Dining	**50%** First **25%** Business	**25,000** Domestic
USAir **Frequent Traveler** 800-872-4738	Air France, Alitalia, ANA, British Airways, Latin Pass partners, Northwest, Qantas, Sabena, Swissair	Conrad, Hilton, Hyatt, Marriott, Radisson, Renaissance, Westin	Alamo, Avis, Hertz, National, AT&T, American Express, Diners Club, Nationsbank Visa, The Flower Club	**50%** First **25%** Business	**25,000** Domestic

TRAVEL AGENT MAGAZINE, AUGUST 26, 1996

BONUS MILES* When a frequent flyer member flies a class (usually First Class), specified by the airline, the airline awards additional mileage points.

AWARD MILES** Number of mileage points a traveler must have to reserve an airline ticket (U.S. flights).

IDG Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at tel: 508-935-4093, Internet: l.pomella@idg.geis.com.*

TIPWORLD

continued from page 1

quality and volume of traffic they have helped generate as well as advertising sales assistance," he added.

Conceived and championed by IDG Newsletters Publisher **Joe Pierce**, TipWorld's lineup of tip-a-day newsletters has grown from a single offering, PCW's *Windows 95 Tip of the Day*, to the current roster of 15 titles. These include:

- *Windows 95*
- *WindowsNT*
- *Microsoft Office*
- *Lotus SmartSuite*
- *Macintosh System 7.5*
- *Bug Reports*
- *Cool Web Sites*
- *Lotus Notes*
- *PC Games*
- *Computer News & Gossip*
- *Shareware*
- *Tangled Web*
- *Netscape Navigator*
- *Microsoft Internet Explorer*
- *Microsoft Publisher*

According to Craig Pierce, TipWorld's unprecedented growth can be attributed to its "solid editorial and attractive price tag." Eleven of the 15 newsletters are written by existing IDG Newsletters staff members, and all of the newsletters are distributed free of charge. The *PC Games*, *Bug Reports* and *Cool Web Sites* newsletters are produced in partnership with *PC Games Magazine*, *BugNet*, and *WEBSIGHT Magazine*, respectively. The daily *Computer News & Gossip* newsletter is edited by well-known industry insider Don Crabb.

"The online community immediately caught on to TipWorld," noted Joe Pierce. "One of its greatest strengths is the strong word-of-mouth support it has generated. It's a very strong product and has really taken on a life of its own on the Web." The company is continuing to record a 7% to 9% growth in its total subscriber base each week.

Exploits Web's broadcast capabilities

TipWorld is also unique in that it exploits the broadcast capabilities of the Web, delivering its daily tips to subscribers via e-mail. When users visit the TipWorld Web site (http://www.tipworld.com), they are invited to subscribe to one or more of the newsletters, which will be automatically delivered to their e-mail boxes each business day. "No one else does exactly what we do," noted Pierce, "and no else comes close to delivering the amount of information we deliver on a daily basis."

The newsletters are supported entirely by online advertising revenue and feature promotional opportunities for vendors that include half-screen ad banners on each tip's sign-up page, as well as sponsorships (text only) incorporated into each daily tip broadcast. "It's really the only politically correct way to do direct marketing on the Web," joked Joe Pierce. "And because we deliver the newsletter to subscribers, we can guarantee advertisers that we are putting their message in front of 40,000, 50,000 or 60,000 readers each day."

In the next few months, IDG Newsletters plans to make several additions to TipWorld, including a searchable tip database and at least a dozen newsletters covering topics such as Microsoft Excel, Adobe Photoshop and Quicken. Additionally, Pierce said, " We're very interested in partnering with our sister companies within IDG to launch co-branded newsletters on TipWorld and to expand the TipWorld franchise internationally."

PSSSSSSST.....TIPWORLD SHARES A FEW OF ITS BEST TIPS

Here are just a few of the tips subscribers receive each day via IDG Newsletter Corp.'s TipWorld (http://www.tipworld.com).

THE NETSCAPE NAVIGATOR TIP OF THE DAY

I SAID RELOAD AND I MEAN RELOAD NOW!

Clicking the Reload button tells Navigator to check whether a page has been updated since the last time you cached it. If you press Shift (Windows) or Option (Macintosh) while clicking the Reload button, Navigator retrieves a fresh version of the page regardless of whether it's been updated. This type of reload, sometimes called Super Reload, is useful if your cached page is corrupt. (That is, if you click Reload and the page doesn't appear or appears messed up.)

PC GAMES MAGAZINE'S TIP OF THE DAY

POLE VAULT

Finally, here's how to find Quake Episode 4's secret level. At the end of Hell's Atrium (Episode 4, Level 5), don't use the silver key to bring down the platform to the poles. Save your game and try to hop across on the very narrow poles. If you get to the other side, to the left of the exit door is another door needing the silver key. It leads to the secret level.

WINDOWS 95 TIP OF THE DAY

LIGHT AS A FEATHER

Want to free up some hard disk space? Here's a way to get back seven precious megabytes' worth. In an Explorer window, in Details view, open the Windows\Help folder and click the Type column—twice—to sort by type backward. See all those Video Clips (.AVI files)? Nuke 'em. Trust us, unless you're using Windows 95 for the very first time today, you don't need them.

CIO RUSSIA

continued from page 1

Davis have a paid circulation. Since *CIO Russia* is virtually the only IT publication that is targeting a smaller, more influential readership base, LBL-Baltic's staff feels advertisers will be very interested in a publication that has an accurate demographic profile of its readers.

LBL-Baltic, based in St. Petersburg, is the second IDG licensee in Russia. Open Systems Publications in Moscow produces local editions of *Computerworld* and *Publish* and is in the process of taking over *Mir PK (PC World)* and *Sety (Network World)* from ICE, IDG's former joint venture company.

THE BAY STATE/ BALTIC CONNECTION

LBL-Baltic has embarked on the *CIO Russia* venture with an insider's perspective. One of LBL's four partners is David Flanagan, who owns Cambridge Prepress Services, the Cambridge, Mass., company that has handled *CIO* U.S.'s prepress work since the publication's launch in 1987.

Flanagan came to learn about the Russian IT publishing market through Leonid Shakhmundes, a Russian emigré who joined Cambridge Prepress a few years ago. Formerly the deputy director at the Soviet Institute of Research and Technology in Graphic Arts, Shakhmundes introduced Flanagan to some of his Russian peers.

LBL-Baltic's four major partners include Flanagan, Shakhmundes and the two Russian publishers who produce *RM Magazine*. *CIO Russia* is LBL's first launch.

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NOTEWORTHY

PROMOTIONS

Previously a part-time sales representative at IDG Books in Southlake, Texas, **Caroline Maddock** has been promoted to the full-time position of education accounts manager. "We welcome Caroline as our first field sales representative in the education market and look forward to her contribution in helping us achieve another year of tremendous growth," said Account Manager **Kim Farance**. Caroline has a B.S. from the University of Nebraska and a master's in education from Texas Christian University.

Traci Bair, formerly IDC's program manager for Network Support and Integration Services Research, has been named director of IDC's support services research, which comprises three continuous information systems programs. "Traci's enthusiasm and dedication to deliver high-quality research is an inspiration to all of us in the services research group," said **Mike Melenovsky**, vice president, Services Industry Research.

BAIR

NEW EMPLOYEES

IDC China/Hong Kong has hired **Chris Perrine** as an analyst. He was most recently the Texas and Oklahoma sales manager for DataStream Systems. A native of South Carolina, Chris has a B.S. in business administration from The Citadel and was listed in the *Who's Who of American College Students.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Jane Creighton - IDG Telecomm

THIRTEEN YEARS

Karl Koessel - PC World
Suresh Rajon - IDG France

TEN YEARS

Michael O'Neil - IDC Canada

NINE YEARS

Laurel Peddie - InfoWorld

EIGHT YEARS

Bob Kayne - InfoWorld

SEVEN YEARS

Earlene Sabin - IDG Telecomm

SIX YEARS

Teresa Lui - IDG Hong Kong
Graciela Raquel Torres - IDG Mexico
Aude Cottin - IDG France
Francois Montel - IDG France

FIVE YEARS

Jeannine Harvey - Infotainment World
Jose Ma. Mulas - IDG Spain

FOUR YEARS

Mary Martin - FCW Govt. Tech. Group
Laurianne Heine - PC World
Barry Green - Publish

THREE YEARS

Jim Shepherd - GamePro
Thomas Vahey - IDG
Brenda Hendrick - IDG Research Svcs.
Barbara Rothwell - IDG
Kelly Martin - FCW Govt. Tech. Group
Fulya Cetin - IDG Turkey
Sherry Gomoll - IDG Books

TWO YEARS

Gena Haas - Computerworld
Emily Dinneen - Computerworld
Kathleen Pikosky - Computerworld
Stephen Daniels - Macworld
Veronique Trinkle - IDG Hong Kong
Frederique Stern Lafont - IDG France

ONE YEAR

Bill Horan - GamePro
Sara Wood - GamePro
Coskun Samer - IDG Turkey
Serena Herr - Publish
Marjorie Maggenti - Macworld
Ron Ratoff - IDG Books
April Whitney - IDG Books

IDG CENTRAL UPDATE

Electronic Forums Foster Global Employee Communication

For the next several weeks the staff of IDG Global Communications will use IDG World Update *to highlight one of the sections of the new IDG Central Web site. This week the column will focus on the "Forum" section which IDG employees around the world can use to communicate on a variety of subjects.*

By far the most important aspect of IDG's global communications effort is the use of technology to promote broader and more effective communication and knowledge sharing among employees. The decentralized nature of IDG has always produced a great number of innovative ideas and business practices in the various business units. While the product line and functional meetings have allowed some leveraging of this knowledge, the use of technology to promote broader, ongoing communication that crosses traditional boundaries (such as product line, job function or organization) can increase the benefits many fold.

The launch of IDG Central includes the first two of what will be many such electronic forums.

The IDG Open Forum. This forum allows any IDG employee to start and/or participate in discussions on any topic (of good taste!). Already you can find discussions about computer games, travel, and even Star Trek! Feel free to join in or start a discussion on a topic of your choice.

The ISC (IDG IT Professionals) Forum. This forum was started by the IDG IS functional group to enhance their regular meetings. It is open to anyone interested in how IDG business units around the world are using technology to run their businesses. Here you can find the agenda and minutes from the most recent IS functional meeting including copies of the presentations given and discussions that took place. You will also find ongoing discussions on many IT topics as well as a technical tips section where you can find answers to IT questions and even copies of sample applications and source code.

IDG Global Communications hopes to add many topic-specific forums to IDG Central in the near future. Anyone interested in starting a forum for a functional group, product line or IDG business unit and having it hosted on IDG Central should contact **Jeff DeBalko**, VP/Global Communications, via e-mail at: jeff_debalko@idg.com. The group is also eager to hear from anyone with ideas or feedback about the site or anyone who needs a password and login. Suggestions and requests for passwords may be sent to: globalcomm@idg.com.

And for those of you concerned about the future of print publications...

"I'm a big fan of reading on the toilet."

- Marc Andreessen, co-founder and vice president of technology at Netscape Communications Corp., responding to a question at a Macromedia User Conference in San Francisco last week regarding his thoughts on speculation about the demise of newspapers as a result of the Internet. This item was submitted by IDG News Service Senior U.S. Correspondent Elinor Mills.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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IDG NORWAY PARTNERS WITH DAILY PAPER TO PROVIDE CONSUMER PC INSERT
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IDG MARKETING SERVICES PRESIDENT PETER HORAN IS THIS WEEK'S COLUMNIST
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IDG NEWS SERVICE ESTABLISHES FULL-TIME ASIA-PACIFIC BUREAU IN HONG KONG

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Stakes First Claim in Baltics with License for *PC World* in Latvia

IDG will plant its first flag in the Baltics next month with the debut of a Latvian edition of *PC World*. DT Media Group signed a license with IDG in August and plans to relaunch its monthly computer journal, *DatorTechnika*, in October as *DatorPasaule/PC World*.

DatorPasaule/PCW will have a print run of 5,000 and a pass-along readership of 25,000 programmers, engineers, high-level managers and other professionals. Its editorial will include hardware and software test results, product descriptions, news and market surveys. Published in Latvian, *DatorPasaule/PCW* will have primarily local content, with approximately 30% of its editorial from *PC World* U.S.

Europe
LATVIA

DT Media Group is a diversified company with a publishing division that also produces *Baltic Electronics* and computer and communications catalogs; a full-service advertising division that sells into publications throughout the Baltic

• CONTINUED PAGE 4 •

Publish Marks 10 Years

MEMBERS OF THE PUBLISH STAFF TOAST THE PUBLICATION'S 10TH ANNIVERSARY. *(From left):* ***Anita Dennis****, senior editor;* ***Erika Bauer****, director of international operations;* ***Serena Herr****, associate editor;* ***Gene Gable****, president and publisher;* ***Jake Widman****, editor-in-chief;* ***Nathalie Valette****, art director.*

When *Publish* magazine debuted back in September 1986, the desktop publishing market it served was just emerging. The original staff had the idealistic goal of using the new technology to produce an attractive newsstand title, despite the fact that most desktop publishing efforts at the time were amateurish newsletters done in black-and-white with low resolution.

More than a few technological hurdles had to be overcome before *Publish* became a reality. The only Macintosh program to hyphenate and justify text shipped just two months before *Publish* debuted, few fonts were available, and the staff had to figure out how to set up the West Coast's first PostScript Linotronic imagesetter five days before the film was due at the printer.

But the *Publish* pioneers persevered and triumphed. In the early years, *Publish*'s readership was a mix of graphics professionals as well as people in small offices and home offices who worked on newsletters or used graphics in presentations.

As the market matured, however, it began to diversify and subdivide. By

• CONTINUED PAGE 5 •

IN BRIEF

GamePro TV's Debut Draws Outside Advertisers

Straight from the pages of *GamePro* magazine comes GamePro TV, a new series dedicated to the latest in gaming reviews, tips, techniques and behind-the-scenes looks at computer-based entertainment.

The first 30-minute episode aired on Sept. 6 on SportsChannel Regional Network which broadcasts on cable networks across the U.S. and boasts 12 million subscribers. Showcased on the premiere was "How Do Arcades Stay Abreast of Competition in the Home Market?" a feature from the September issue of *GamePro* magazine.

GamePro TV brings added publicity for the *GamePro* product line and a 30-second commercial spot during the broadcast. Sega, Williams Entertainment and Strategic Simulations Limited are among the outside advertisers who have already signed on, and GamePro President **John Rousseau** said candy and athletic apparel companies have also expressed interest in advertising.

This is not the first time *GamePro* has hit the airwaves. A nationally syndicated show ran in 1991 and 1992, and in 1993 and 1994 the show was broadcast on the USA cable network. The show went off the air in '94, Rousseau said, in the wake of the gaming industry transition from 16-bit to 32/64-bit machines. *For more information contact Associate Publisher **Cynthia Sandor** at tel: 415-286-2515, e-mail: csandor@iftw.com.*

PCW Threatens Men's Health; Nips at Martha Stewart's Heels

PC World this month officially broke the computer trade press mold when it was named a finalist in the 1996 Circulation Excellence Awards for "Best Circulated Consumer Magazine." Sponsored by *Circulation Management Magazine*, the annual competition honors publishers who demonstrate outstanding strategic performance in circulation marketing and management. *PC World* competed in the category of consumer magazines with circulations of more than one million. *Martha Stewart Living* took home first place and *PCW* and *Men's Health* were named finalists.

PCW's current rate base is 1,101,000, making it the world's largest monthly PC magazine. According to the most recent ABC Fas-Fax, *PCW*'s circulation is up 6.7% over the same period last year, and in the last four years, paid circulation is up 58%.

IDG Norway Launches Its First Consumer Title

In response to advertisers' interest in targeting the growing consumer IT market, IDG Norway unveiled its first consumer product, *Datamagasinet*, this month.

The newspaper will be inserted every two weeks into *Dagbladet*, one of Norway's largest tabloid daily newspapers. The average circulation will be approximately 210,000, with pass-along readers bringing the total readership to 600,000 per issue.

The daily's audience is primarily under 40 years old, affluent and well-educated. *Datamagasinet* will include PC-related product test results, price information and brief IT news items.

For younger readers, there are reviews of computer games and a Top Ten list of popular CD-ROM titles.

The *Computerworld Norge* staff is in charge of all editorial and sales. *Datamagasinet* has no competitors, which is not surprising given IDG Norway's market dominance in the local IT publishing market.

According to Sales Manager **Jon Thorstensen**, advertisers have been pleased with the first issue, and sales are expected to average about US$77,000 per issue. *Datamagasinet* is available on newsstands and will soon be sold in computer supply stores as a stand-alone publication.

About 70% of the print content is available at no cost on the Web (http://www.idg.no/datamagasinet/).

Among the other IDG business units similarly involved in providing consumer IT information within a daily newspaper are IDG Switzerland and IDG Austria, both of which publish a *PCtip* title.

For more information, contact Jon Thorstensen at tel: 47-22-05-30-00; fax: 47-22-05-30-81; Internet: Jon_Thore_Thorstensen@idg.no.

ADDRESS CHANGES

IDG's licensee in Uruguay has a new address:

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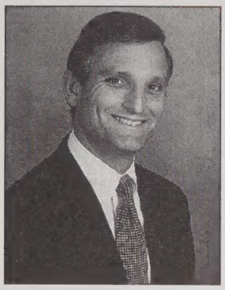
ON LINE



PETER HORAN

The president of IDG Marketing Services is this week's guest. Part 2 of his column will appear next week.

Q When and why was IDG Marketing Services (IMS) formed? What is its mission?

A IDG Marketing Services was formed in 1991 with the very clear mission of maximizing IDG's revenues on a specific group of our largest accounts. Currently more than half of IDG's display advertising in the U.S. is under contract through the Market Access Program (MAP). Since our founding, accounts that we have served have generated more than $100 million in incremental revenue for IDG. The international sales teams in the U.S. and Europe generate another 5% to 10% of display revenues for many IDG publications.

IDG enjoys its best market share and strongest image among these large accounts. This success is primarily the product of the close relationship between IMS and IDG's publications. Our focus on generating new business opportunities for IDG's business units has remained constant since our founding.

In addition, we provide marketing and corporate communications for the company. The mission for this part of our business is to raise IDG's visibility and perceived importance in the minds of marketing decision makers.

What are the key messages you try to get across to prospective clients regarding IDG? How do you differentiate IDG from its competitors? What are the unique selling points of IDG?

All IMS representatives and marketing communications collateral carry the message to the market that IDG is the world's leading IT media and research company. IDG has a long-standing heritage of understanding technology markets around the world and delivering the most influential buyers through our publications. Our strategy has been to build on this knowledge and insight by showing our clients how to combine advertising, research and events into marketing programs that will drive their business.

In fast-changing, highly uncertain markets, IDG's ability to provide leadership is a major competitive advantage. The purpose of the Buying IT in the '90s series of research is to complement IDG's general knowledge about the market with specific information about technology marketing. By being thought of as the company that offers clients the greatest strategic advantage, IDG gains the greatest share of the client's business.

Our increasingly close partnership with IDC is an essential part of this strategy. Having the world's leading IT research company in the corporate family is something that sets us apart from every other media company.

In the coming years, we will work to translate IDG's unique network of global resources into a competitive advantage in individual buying situations. We will also help our clients understand and appreciate IDG's efforts in the online arena.

Can you explain the relationship between IDG Marketing Services, International Marketing Services U.S., and IDG Marketing Services/Europe Middle East and Africa?

We have recently combined IDG Marketing Services, International Marketing Services and IDG Marketing Services/EMEA into a single worldwide organization — IDG Marketing Services. IDG's vision has long been that IT is a global business. Our clients are increasingly managing their marketing programs on regional and worldwide bases. This new structure will enable us to position IDG as the media and research company that is best positioned to partner with the leading IT companies.

Across the U.S., Europe and Latin America, we perform three basic functions: management of IDG's relationships with its largest accounts; selling ad space across national borders; and providing marketing support. During FY97, we will be working closely with IDG's business units in the Asia-Pacific region to increase IDG's corporate presence in that fast-growing region.

In the announcement regarding the recent personnel changes at Computerworld and IDG Marketing Services in which Mike Rogers assumed the role of executive VP/publisher at CW and Kevin McPherson joined IMS as executive VP, there was a mention of an upcoming period of change and growth for Marketing Services. Can you elaborate?

On an organizational level, this personnel move continues the evolution of IMS/publication cooperation. It brings another senior manager to IMS with publication experience and provides one of IDG's top publications with a leader who is closely attuned to the issues of IDG's largest accounts.

The IMS management team includes people with agency, client and publishing experience. Bernie Theobald, VP of National Accounts, has been a major contributor since joining the group four years ago from *PC World*. Joel Deceuster, senior vice president of Market Development, joined us from *InfoWorld* earlier this year, and has helped strengthen our Growth Account Management Program as well as improve our sales and marketing of IDG's enterprise publications. Kevin will help us respond to a market environment that gets more challenging by the day.

At a personal level, it is a great opportunity for Mike and Kevin to meet new challenges and reinvigorate themselves after long tenures in their previous positions.

The creation of this sort of opportunity is a key strategy for keeping talented and committed managers within the company.

IDG News Service Adds Asia Bureau

Bureaus in Boston, Paris and Hong Kong yield near round-the-clock news delivery

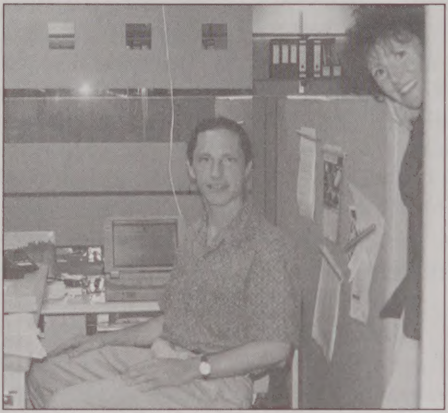
With the opening of its first full-time bureau in Asia, the IDG News Service (IDGNS) is now supplying fresh news to IDG publications around the world six days a week, 24 hours a day.

Jon Skillings, previously assistant managing editor of the IDGNS in Boston, took over as full-time Asia-Pacific bureau chief in Hong Kong last month. In addition to coordinating the efforts of the group's existing Asian correspondents based in Tokyo and Taipei, Skillings will provide original reporting, develop additional freelance resources in Southeast Asia and work more closely with IDG's Asia-Pacific publications to both better meet their news needs and boost their contributions to the News Service.

"Asia is an increasingly important source of high-tech news these days, not only as a producer of everything from chips to complete PCs, but also as a consumer of those same products and as a user of technologies such as the Internet," Skillings said.

Skillings will join European Bureau Chief **Marc Ferranti** and the Boston newsroom team of Managing Editor **Elizabeth Heichler** and News Editor **Ed Golden** in filing copy to the news wire on a nearly continuous basis. The Boston office is responsible for posting copy from 8 a.m. to 8 p.m. local time Monday through Friday and from 8:30 a.m. to 4 p.m. on Saturday. Approximately one hour after the Boston staff goes home for the night, Skillings will begin filing copy at 9 a.m. local time and continue through the afternoon at which point the Paris bureau will take over.

Skillings is working out of the IDG Hong Kong office. He can be reached at tel: 852-2535-4661; fax: 852-2861-0953 or e-mail: jon_skillings@idg.com.



PRIOR TO JON SKILLINGS ASSUMING *full-time responsibility for running the IDGNS Asia-Pacific bureau, CW Hong Kong Associate Editor* ***Anna Foley*** *served as a part-time correspondent for the News Service.*

LATVIA

continued from page 1

region; and an information agency division that conducts market research on the IT industry and produces an annual computer trade show called DatorTechnika.

IDG's licensing division, based at IDG International Publishing Services in Boston, learns about potential publishing opportunities in a variety of ways. Sometimes a publisher contacts IDG directly; other times International Publishing Services President **David Hill**, IPS Vice President of Licensing **Tim Clarke**, or Licensing Administrator **Jennifer Bayon** make the first move to explore publishing ventures in a given country.

For the Latvia license, DT Media Group came to IDG's attention after Computerworld Executive Vice President **Steve Woit** visited the company while on unrelated family business in Latvia last year.

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CW HONG KONG REPORTER SHARES SCOOP VIA NEW IDGNS ASIA-PACIFIC BUREAU

Computerworld U.S. was an early beneficiary of the real time filing of news from the IDG News Service's Asia-Pacific bureau. Late last month, *Computerworld Hong Kong* Senior Reporter Jackie Mailloux was on a press tour in California. Rumors had been swirling for some time that Bay Networks President and CEO Andy Ludwick was on the verge of resigning following reports of weak fourth-quarter and full-year earnings. Mailloux got Ludwick to go on the record stating that he had no intention of resigning, the first reporter to get such a comment from him.

Mailloux filed her story to *CW Hong Kong* Editor-in-Chief Don Tennant, who immediately handed it off to IDG News Service Hong Kong Bureau Chief Jon Skillings. Skillings was able to get the story onto the wire in time to beat *Computerworld*'s Friday afternoon deadline. The U.S. publication picked up the story and ran it on page 2 of Monday's edition.

Prior to Skillings' arrival and the establishment of the Hong Kong news desk, *CW Hong Kong* filed its copy to the News Service Boston newsroom once a week after the publication closed its issue each Monday afternoon. Under the old system the Ludwick story would not have been posted to the News Service wire until Monday and would have been old news by the time *CW* U.S. could publish it the following Monday. Because Skillings was able to post the story directly to the News Service wire from Hong Kong, it was on the wire waiting for the U.S. editors by the time they got to work Friday morning.

Volume 1, Number 4

IDG U.S. UPDATE

Incorporating IDG World Update's Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Fluegelman Program Marks 10th Year With Four New Interns

IDG's Fluegelman Internship Program marks its 10th anniversary this year. Established to honor the memory of Andrew Fluegelman, the founding editor of PC World and Macworld magazines, the program is designed to identify talented individuals who seek a career change into the publishing field. This year, four interns have been hired at Computerworld, PC World and InfoWorld.

Fluegelman interns typically work for six months and provide participating business units with assistance on special projects and ongoing assignments. Since 1990, more than 75% of the interns have been hired as full-time employees at the conclusion of their internships.

IDG WORLD UPDATE

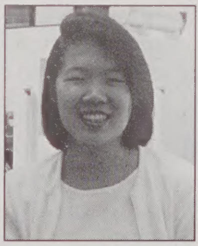
KEEFE

Mari Keefe is working in the research department at *Computerworld*. She recently relocated to Framingham, Mass., from Austin, Texas ("the only place to live in Texas," according to Mari), where she worked as the night manager of a food cooperative and also served on its board of directors. Mari came back East to try and use her skills in another line of work. She has a B.A. in Soviet and Eastern European Studies from the University of Massachusetts/Amherst and did master's work in the same field at the University of Texas.

ANGIE WEBER

McDONALD

At *PC World*, **Glenn McDonald** is working in the editorial department, where he's busy reviewing CD-ROMs and writing a story on home software for *PC World*'s upcoming joint project with *Family Circle* magazine. Before joining IDG, he was the music editor at *U. The National College Magazine*. Glenn said the Fluegelman program piqued his intererest because "I felt like I had burned out on entertainment writing and wanted to try a different field." He has a B.A. in English from Michigan State University.


ANGIE WEBER

NG

PC World Online has always been one of **Amy Ng**'s favorite Web sites, so when she saw the Fluegelman Internship opportunity at PCW Online she jumped at the chance. "Online's growing, and I'd like to grow along with it," she said. "There are lots of opportunities for creativity and good editorial." Amy previously worked at *Computer Gaming World*, and she's using her interest in gaming to help give more of a clubhouse atmosphere to PC World Online's webzine, *The Annex*. Amy holds a B.A. in communications from the University of California/Los Angeles.

Dan Briody is spending a month in each of *InfoWorld*'s editorial divisions and is currently learning HTML in his tenure with InfoWorld Electric. After spending a couple of years in the high-

•CONTINUED PAGE 3•

Demographic Study Monitors Pulse of IDG

Among the findings released last month in the 1996 IDG U.S. Demographics Report was the rapid 43% growth the company has experienced over the past five years in its U.S. employee base.

Another significant trend illuminated by the study is the flattening of the corporate structure. The percentage of managers in the IDG population has dropped from 31% in 1993 to 28.4% today. In addition, the ratio of employees to managers has increased, with an average of one manager for every 2.5 employees vs. 2.2 in 1993.

According to Director of Compensation, Benefits and HR Systems **Sue Rogers**, who directed the study, this pattern supports IDG's continuing move away from the traditional organizational hierarchy.

This year's study, the third of its kind in five years, was compiled by HR Systems Administrator **Eric Goldstein**.

Goldstein culled the demographic information from employee profiles — with everything from age and gender to title and benefits package — that is stored electronically in IDG Corporate Human Resources' employee database in Framingham, Mass., and at most U.S. business units.

"This study is just one tool in a set of tools that allows us to take the pulse of the company — to answer the question, 'Who are we?'" Rogers said.

Monitoring how the company profile evolves — through this study, com-

•CONTINUED PAGE 2•

IDG DEMOGRAPHICS

continued from page 1

pensation and benefits analyses and the annual employee survey — enables IDG Human Resources to better respond to employees' evolving needs.

For more information about the study contact your human resources representative.

IDG'S FIVE-YEAR GROWTH SPURT

Over the past five years, IDG's U.S. employee population has grown from 1,521 to 2,334, representing a 43% increase. While this rapid growth rate has been felt across IDG's U.S. operations, a few IDG companies have experienced explosive growth in the past five years.

For example, IDG Books was only in its second year of business with fewer than two dozen employees when the 1991 U.S. Demographics Study was conducted. Today IDG Books employs close to 300 people.

DID YOU KNOW...

- Women account for 59.7% of IDG's employee population. The female-to-male ratio has only shifted 2% in the past five years, with relatively even distribution among job classifications.

- Between 1993 and 1996, the average base salary (not including commission, draw or bonus) increased by 12%. This is in line with IDG's 4.5% annual salary budget increase for the last three years and is also in line with IDG's competitors in the IT publishing market.

- 51% percent of IDG employees are single — a slight increase over the 50/50 split in 1993.

GROWING OLDER

The average IDG employee in the U.S. is 35.12 years old, with the male population slightly older than the female population — average ages of 35.5 years and 34.87 years, respectively. In 1991, the average IDG employee was 34 years old.

Although this may seem like a small change, "moving the entire population more than a year in age is really very significant," said Sue Rogers, director of Compensation, Benefits and HR Systems. "As our employee population ages, the company must adapt to meet its changing needs," Rogers said. "We must put a greater emphasis on establishing a balance between work and personal life and focus on employees' future financial concerns."

The largest percentage of U.S. employees (46%) falls in the 25-to 34-year-old group. Only 15% of employees are 45 years or older.

TEARING DOWN TRADITIONAL HIERARCHIES

Like all U.S. companies, IDG must submit annual reports to the U.S. Department of Labor on the breakdown of the workforce into job categories. Managers — employees who have other employees reporting directly to them — represent 28.4% of IDG's U.S. employee base.

This is a drop from 1993 when managers accounted for 31% of employees. As a result, each manager is responsible for 2.5 employees in 1996 vs. 2.2 employees in 1993.

The highest percentage of employees (44.5%) falls into the professional category. Examples of professional staff include editors, graphic designers, research analysts and reporters.

The remaining workforce is broken down as follows:

- 20% administrative (administrative assistant)
- 6.3% sales (advertising sales representative)
- .5% service (facilities personnel)
- .2% technician (computer operator)

JOBS BY GENDER

In 1996, IDG's U.S. management population is split down the middle between men and women, with little fluctuation since 1993.

Professional staff is 57% female, 43% male. Sales staff is spilt 50/50. Service staff is 83% male, 17% female and clerical staff is 82% female, 18% male.

THE POWER OF CHOICE

The following tidbits provide a glimpse of the benefits IDG's U.S. employees are selecting.

- 84% of employees are enrolled in IDG's John Hancock Preferred Health Plan, up from 81% in 1993.

- 40 employees are currently taking advantage of IDG's Spousal Equivalent Benefit.

- Approximately 70% of U.S. employees are participating in IDG's 401(k) plan.

- 216 employees are taking advantage of the Medical Flexible Spending Account and 122 employees are taking advantage of the Dependant Care Account.

FLUEGELMANS

continued from page 1

STEVE STAMATES

BRIODY

tech public relations field as an account executive, "I realized that where it's at is on the editorial side," he said. "Rather than putting a spin on what we thought was news, I wanted to find out how reporters determined what was news." Dan graduated from Boston College with a B.A. in English and philosophy.

Business units that hire Fluegelman interns share the cost of the intern's stipend with IDG.

To apply for an internship, or for more information on the program, contact IDG HR Staffing Assistant ***Christine Curnyn*** *at tel: 508-935-4721 or e-mail: christine_curnyn@idg.com.*

FORMER FLUEGELMANS

COMPUTERWORLD:
Amy Malloy, research editorial assistant (1995); Erin Callaway, research assistant (1993); Lisa Davidson, new products writer (1990 and 1992); Derek Slater, assistant editor (1990)

MACWORLD:
Karen Liberatore, online editor (1995)

PC WORLD:
Angela Freeman, editorial researcher (1995); Dan Miller, assistant editor (1991)

INFOWORLD:
Deborah DeVoe, news reporter (1994)

IDG NEWS SERVICE:
Torsten Busse, senior European correspondent (1991)

IDC:
Dana Thorat, analyst, Investment Services Research Group (1993)

IDG WORLD UPDATE's

LocaLoop

FOR SALE

- **1993 Nissan Altima/GXE**. 52,000 miles. 5 speed, a/c, all power, alarm, stereo cassette. $10,500.
  - Terry Scuzzarella, IDG Research Services, 508-370-0851

- **Slipcovers**. Made for large couch and loveseat. Off white, brand new from *Domestications* catalog. $125.
  - Bobbie Cruse, Network World, 508-820-7444

- **1991 Honda Civic**. 57,000 miles. 4 speed, 3-door hatchback. Excellent condition. $7,000 or best offer.
  - Susan Klawiter, Publish, 415-978-3263

- **1984 Nissan Sentra**. 111,000 miles. 5 speed. Many new parts, including belts and hoses. Excellent running condition. $650 or best offer.
  - Liz Hecht, CIO, 508-935-4450, lizhecht@cio.com

- **Graco Duo stroller**. Navy blue, excellent condition. $50.
  - Cheryl Crivello, Network World, 508-875-6400, ext. 403

- **Berkshire timeshare**. The Ponds at Fox Hollow, Lenox, Mass. Two-bedroom, two-bathroom, w/d, fully furnished. Set in the Berkshire Mountains on a 223-acre estate. Minutes from Tanglewood, museums, theater, shopping, fine restaurants. Clubhouse, indoor and outdoor pools, tennis courts. Week #27 (early July) and week #41 (mid-October). $8,000 for both weeks. Call for details on single week sale.
  - Harriet Karas, IDG, 508-872-8200

- **16ft. Sunbird 1990 Bowrider**. 70HP Johnson motor, power trim and tilt, oil-injected, pull-out stereo, depth finder, skis, kneeboard, matching trailer. Looks and runs great! Price reduced to $5,600 or best offer.
  - Maureen Page-Preble, IDG International Publishing Services 603-329-7118 (after 5 p.m.)

FOR RENT

- **Cape Cod cottage**. Brewster, Mass. Two bedrooms, deck and large yard.

•CONTINUED BACK PAGE•

IDG WORLD UPDATE's Local Loop

Quarter mile walk to beach. Available in October. $450/week.
- Greg Wilska, IDC Government, 703-876-5171
gwilska@idcg.com

MARRIAGES

- **Rob Troemner** (Computerworld) married Shawn Michelle Danesi on August 10 in Stillwater, NJ.

BIRTHS

- **Gail Franks** (Computerworld) and her husband John welcomed their first child, Samantha Laura, on June 10. Samantha weighed 9lbs., 14 1/2oz. and was 22 1/4 inches long.

- Paige Elisa Baker was born to **Theresa Sanchez-Baker** (IDG Books) on March 27. Paige weighed 8lbs., 15 1/2oz.

- **Beth Freedman** (IDC) and her husband Michael Girioni welcomed Samuel Freedman Girioni on Labor Day, Sept. 2. Samuel weighed 8 lbs., 10 oz and was 21 inches long.

IDG Goes South of the Border for 1996 Summer Outing

THANKS TO THE EFFORTS OF IDG'S *Picnic Committee — **Eric Cormier, John Kelley, Eve Lieberman** and **Lucy Sheehan** — IDG held its largest summer outing ever, treating 120 employees to a Mexican Fiesta at the Warren Conference Center in Ashland, Mass. The festivities included a sombrero and piñata giveaway, in which winners were required to perform an authentic Mexican hat dance to claim their prizes. **Above:** IDG honored its five-year employees with plaques. (From left): **Mark Hanson**, IDG Credit; **Sue Rogers**, IDG HR; **Paula Demeo**, IDG Accounting; and **Deb Brennan**, IDG Tax. **At right:** IDG Corporate Controller **Ted Bloom** prepares to present two STAR awards.*

Send your ads in by Oct. 15 in order for them to appear in the Oct. 21 issue!

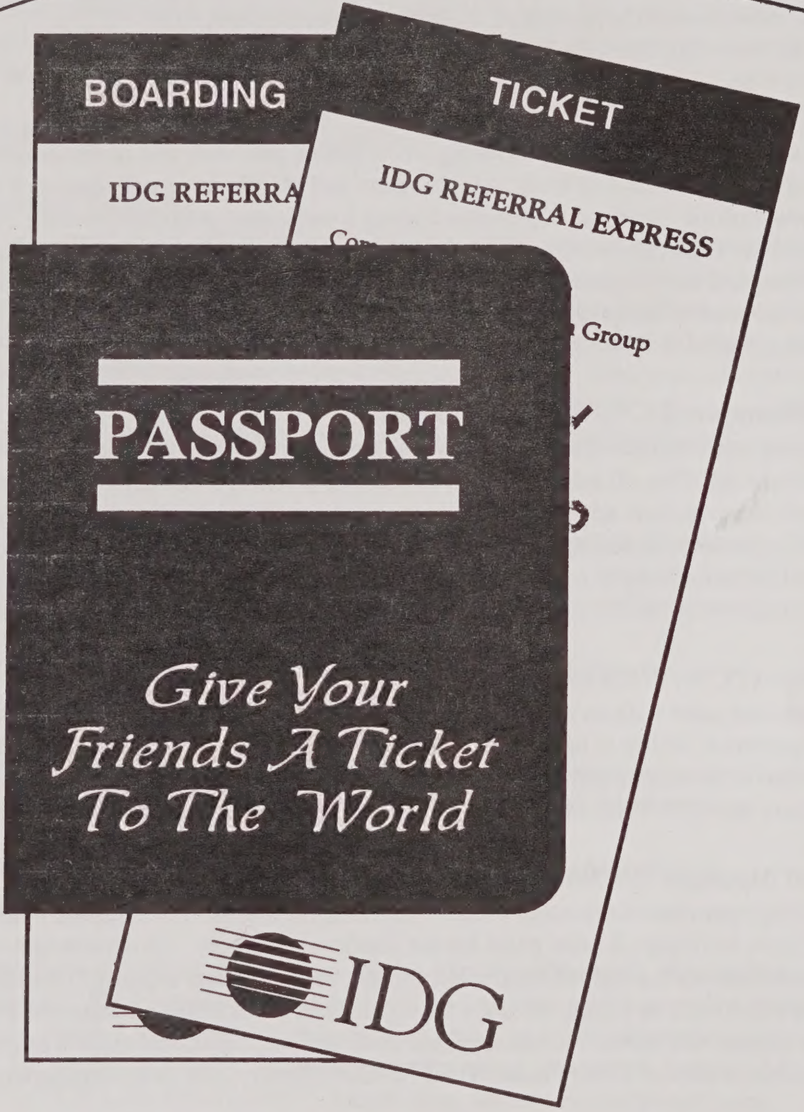
Please include the following in the next edition of the *Local Loop*:
(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: ______________________________

Business unit: __________ Tel: __________

Send to *IDG World Update*
at fax: 617-423-0712 or
via the Internet at:
world_update@idg.com

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
Group
PASSPORT
IDG

Give Your Friends A Ticket To The World

Ref ExPress

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

Job Opportunities
Monday, September 23, 1996

Accounting Clerk (CIO)
CIO Communications is looking for an Accounting Clerk to report to the CFO in Framingham, MA. Primary responsibilities will include invoice encoding, maintenance of the PO system and records, reconciliation of expense reports, paper and supply inventory, data entry, bookkeeping, and general administrative duties as necessary. Ideal candidates will possess an Associates degree in Business Administration, 1-2 years experience in accounts payable and knowledge of Macintosh Word, Excel, and Filemaker Pro.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Analyst (IDC)
The individual in this position will work in the Finance department and have the responsibility of gathering, consolidating, and reporting on IDC's worldwide sales activity. In addition, this person will assist with other monthly financial reporting requirements. A college degree with 2-4 years of related experience required. The ideal candidate must have superior Windows, Excel, and Lotus Notes skills. Prior experience with multi-national/multi-currency reporting preferred. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Account Representative (IDC)
This position is responsible for qualifying prospects for the outside sales force. Specific duties include acquiring, managing, and contacting prospect databases, categorizing prospect contacts, and distributing qualified leads to appropriate sales people. Good communications skills and knowledge of the information technology market required. BA/BS preferred.
Location: Framingham, MA
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

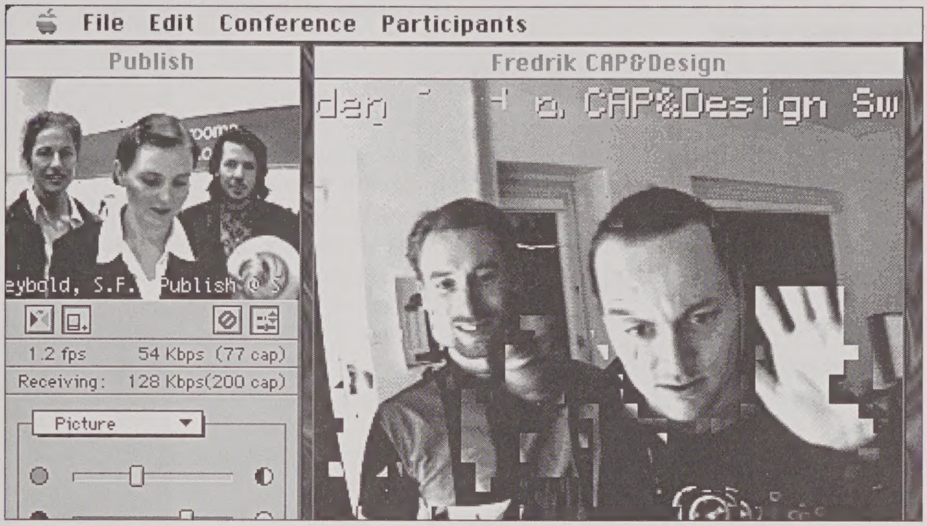
Account Sales Coordinator (IDC)
IDC's regional sales office in Irvine, CA is looking for an Account Sales Coordinator. Responsibilities include maintaining client and prospect database, tracking expense reports, generating all office correspondence, generating sales campaigns, keeping daily sales/client activity log, being the contact for all of the Director's global accounts, ensuring customer satisfaction, and generating welcome kit packages for all renewals and new business. ***Location: Irvine, CA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Program Manager, Consumer Commuting/Education Markets (IDC/LINK)
Candidate must have a working knowledge of the Personal Computer Industry - products (hardware/software/peripherals), vendors and technology (although this is NOT a technology analysis position). Candidate must also be familiar with K-12 education institution market and college student marketing. Qualifications include consumer product marketing experience, excellent writing/analysis/presentation skills and forecasting/analyzing survey results experience. 5+ years experience in related fields desired with a technical undergraduate degree with MBA or equivalent. ***Location: New York, NY***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Accountant (IDG)
The individual in this position will be responsible for the month end closing of several subsidiaries. This includes working with the subsidiaries throughout the month on operational accounting issues. Candidate must have a BA/BS in Accounting coupled with 5-8 years of experience and the ability to analyze financial statement. Must have knowledge of Lotus and/or Excel and excellent communication and interpersonal skills necessary. ***Location: Framingham, MA***
Contact: N. Sheehan, Fax: 508-935-4600, Phone: 508-935-4598, Email: nancy_sheehan@idg.com

Credit Analyst (IDG)
This individual will be responsible for the collection of accounts receivable for assigned business units through telephone contact, written correspondence, and personal visits as needed. Responsibilities will include working with business units, IDG Marketing Services, and customers to resolve contract and billing discrepancies; monitoring customers payment record; and resolving customer problems. Some travel to various client locations may be necessary. This individual will coordinate the flow of paperwork for incoming mail, credit and debit memos, lock boxes, and mailing of duplicate invoices to customers. Ideal candidate will have a BS and 2-4 years of experience in a credit/collection environment. ***Location: Framingham, MA***
Contact: M. Higgins, Fax: 508-935-4600, Phone: 508-935-4766, Email: molly_higgins@idg.com

Publish World Village Goes Online



TO KICK OFF THE *PUBLISH* WORLD VILLAGE SITE AT THE SEYBOLD EXPO, PUBLISH *staff conducted CU-SeeMe international video conferences from the comfort of their booth with editors of other IDG design and electronic publishing publications in Brazil, Sweden and Russia. As showgoers watched on the computer monitors, the editors talked about how they put their publications together. Participants at Seybold (screen above, left):* ***Serena Herr****, associate editor of Publish;* ***Rebecka Lindberg****, editor-in-chief, CAP&Design (Sweden); and* ***Dan Doerner****, technology director, Publish.(Screen above, right):* ***Fredrik Sjogren****, technology editor of CAP&Design (left), with his colleague known as “****Icebear****.”*

Billed as “an online forum for the international electronic publishing community,” *Publish* World Village (http://www.publish.com/village) debuted in September at the Seybold expo in San Francisco as a section of *Publish* magazine’s Web site, Publish RGB.

Publish World Village represents an effort to gather information about IDG’s seven sister publications in the design and electronic publishing market in one place, noted *Publish* Director of International Operations **Erika Bauer**. “We want to foster an exchange of information between our publishing partners worldwide,” Bauer said.

The site has four sections:

- **Village News** contains a dozen or so news items, updated bi-weekly, on the electronic publishing industry culled from *Publish* titles around the world, contributing international editors and the IDG News Service.
- **Village Calendar** is a collection of industry event listings from around the globe.
- **Villagers** is a compilation of IDG’s seven non-U.S. design and electronic publishing titles. Each publication is profiled and has an editorial calendar, rate card information, links to its editorial and marketing and sales departments, and a posting area for discussing electronic publishing issues related to that edition.
- **Village Desk** solicits site suggestions and contributions to the events calendar.

Bauer developed the World Village pages with production support provided by **Mark Athitakis**, Webmaster for Publish RGB and World Village. Bauer and Athitakis now manage the Village Desk. As director of International Operations, Bauer continues to provide full support for *Publish*’s international licensees and is dedicated to improving the exchange of information between *Publish*’s partners in order to strengthen *Publish*’s international community (or World Village) and broaden the shared resource base for its members.

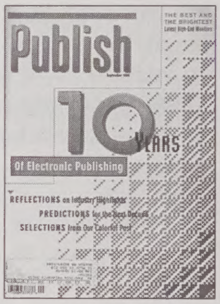
Eventually, Bauer would like to provide news items in a contributing publication’s native language as well as in English. The Village may also become a forum for other *Publish*-sponsored events, such as roundtable discussions and an annual international publishing conference. 🖳

PUBLISH

continued from page 1

1993, the staff found they couldn’t continue to address the professional publisher who used the most advanced tools while simultaneously appealing to the hobbyist.

“Repositioning ourselves to meet the changing market, in the minds of both our readers and our advertisers, was our biggest challenge, and frankly sometimes I didn’t think we’d pull it off,” said Editor-in-Chief **Jake Widman**, who has been with the publication since the early days. “We had to learn to define our readers not by the technology they used, but by their activity.”



Today, the San Francisco-based monthly has a circulation of 90,000. Ninety-eight percent of *Publish* subscribers are hands-on professional electronic publishers and 80% are involved in annual purchases of hardware/software totaling more than $240,000.

Since 1993, *Publish* has been No. 1 in market share among its primary competitors (*Pre*, *Adobe Magazine*, *Color Publishing*, *Graphics Arts Monthly* and *Electronic Publishing*).

A talented staff

A core group of original *Publish* employees remains. International Editor **James Felici** worked on the first issue, and Director of Manufacturing **Jayne Boyer** and Editor-in-Chief Jake Widman joined shortly thereafter. Three employees joined in 1987: Billing and Information Services Manager **Kevin Greene**, Senior Account Manager **Penny Rigby**, and Advertising Production Manager **David Zink**.

“We are lucky to have had a stable and talented staff,” said Publisher **Gene Gable**, speaking about the team as a whole. “One key to our success has been gaining and keeping the respect of an industry that is very fickle and traditional; the printing industry is one of the oldest in the world.” 🖳

NOTEWORTHY

PROMOTIONS

PC World Communications in San Francisco has announced three promotions in a move to strengthen its print and online publishing efforts.

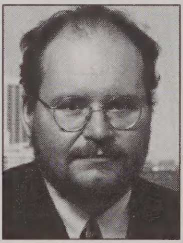
Phil Lemmons, editor-in-chief since 1991, takes on the newly created role of editorial director. He will be responsible for the strategic editorial direction of *PC World* print and online and will identify new product opportunities for the *PC World* brand. Among his recent honors, Phil was named "Best All-Around Editor" by Marketing Computers last year.

LEMMONS

After two years as managing editor and three years as editor, **Cathryn Baskin** has been promoted to editor-in-chief of *PC World*. She supervised *PC World*'s recent redesign and established the first consumer survey of PC reliability. Cathryn was a 1995 recipient of a McAllister Editorial Fellowship from the American Business Press.

BASKIN

Russell Glitman, who had been responsible for *PC World*'s print and online news operations for the past several months, has been named to the newly created position of editor-in-chief of PC World Online. Russell has been with IDG since 1990 as executive editor/news for *PC World* and later as editorial director of *Multimedia World*.



GLITMAN

"In this Internet-frenzied publishing environment, it's critical that publishers respond by beginning to leverage and invest in both new and traditional media so that readers get the best information possible," said **Rich Marino**, president and chief operating officer of PC World Communications."These promotions will augment our efforts to deliver the best PC-based content — online and in print."

NEW EMPLOYEES

IDC China/Hong Kong has hired **Kitty Fok** as senior market analyst for personal computers. The PC business was also her speciality at Dataquest Asia Pacific Ltd., where she was a market research analyst. Kitty has a master's degree in management science from Lancaster University in the U.K. and enjoys all kinds of sports

■ ■ ■ ■ ■

Emmanuelle Gallay has joined IDC France as an analyst. She was previously a sales assistant for a small IT services provider. Emmanuelle has a B.A. in international business and enjoys sailing in North Brittany and cross-country skiing.

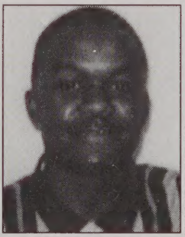
■ ■ ■ ■ ■

IDG Books in Indianapolis welcomes three new employees. Computer Operator **Cheryl Knapp** previously did freelance indexing, proofreading and copyediting. She has a B.S. in business administration with a minor in Japanese from Indiana Wesleyan University. Cheryl spends her off hours reading, rollerblading and cooking.

KELLIE DUNCAN

KNAPP

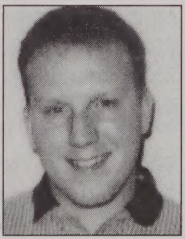
Michael Sullivan, an editorial assistant for Dummies Press, held a similar post recently at the *Indianapolis Star*. He has a B.A. in English from Indiana University and lists soccer, reading and writing among his interests.



KELLIE DUNCAN

SULLIVAN

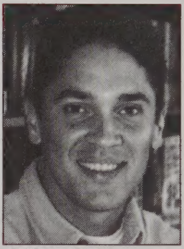
Steve Hayes, also an editorial assistant for Dummies Press, previously handled inventory control and sales at the Tichenor College Textbook Co. He has a B.A. in history and political science from Indiana University. In his free time, Steve is a bass player for "The Common," a rock band.



KELLIE DUNCAN

HAYES

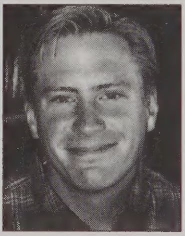
Graphics Production Specialist **Mario Amador** has joined IDG Books Worldwide in Foster City, Calif. He was previously a graphics prepress specialist for Prolith. Mario has a B.A. in advertising with a minor in international marketing from San Jose State University. When he's not working on freelance graphic design projects, Mario composes music.



MARIA BIBBS

AMADOR

Eric Taylor, a corporate account manager for IDG Books in Foster City, previously handled corporate sales of business products for Citibank. He has a marketing degree from San Diego State University and spends his off hours surfing, playing basketball and raising puppies.

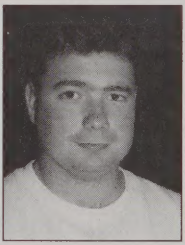


MARIA BIBBS

TAYLOR

■ ■ ■ ■ ■

Douglas (Rocco) Holmes is working as the fulfillment system manager for IDG Newsletters in Boston. He recently held a similar post for The Continuum Company. Rocco earned a B.A. in computer information systems from Bryant College and plays baseball and softball in his spare time.



IDG WORLD UPDATE

HOLMES

■ ■ ■ ■ ■

Karen Sheeran has signed on as the administrative coordinator for IDG List Services. She previously worked in the jumbo mortgage department at Chase Manhattan Bank. Karen has a B.S. in business administration from Bryant College and enjoys playing golf and basketball.

IDG WORLD UPDATE

SHEERAN

■ ■ ■ ■ ■

All business units are welcome to be part of the Noteworthy page. Send information to world_update@idg.com.

IDG CENTRAL UPDATE

Online HR Resources Can Save You Time

For the next several weeks the staff of IDG Global Communications will use IDG World Update *to highlight one of the sections of the new IDG Central Web site. This week the column will focus on the "Human Resources" section which contains a variety of resources that IDG's U.S. employees can use to answer many of their HR-related questions. IDG Central can be accessed on Lotus Notes or at http://globalidg.com.*

When IDG Global Communications began conceiving of IDG Central almost a year ago, one of the first areas they looked to exploit was the vast amount of information available from IDG Human Resources. Almost immediately Global Communications launched several applications in Lotus Notes designed to make access to HR information easier, more timely and more interactive. Today many of those applications are available on the IDG Central Web site with many more planned for the near future.

The Human Resources section of IDG Central contains several valuable resources. Among these resources are:

- The Employee Handbook.
- The IDG Benefits Summary Plan and the East Coast and West Coast Training catalogs.
- The IDG Job Opportunities listing. With the online version you can view the job listings by any number of categories including position, location, business unit, etc.

In addition,there is a 401(k) question-and-answer section where employees can learn the details of the company's new 401(k) plan, post questions to the HR staff and read questions posed by fellow IDG employees.

While the goal of putting internal administrative and operational information online and promoting electronic communications and workflow may seem modest, it is, in fact, a significant component of any company's return on its investment in technology. The bottom line impact of technology is not primarily derived from driving the revenue line but from reducing expenses and increasing productivity.

When you consider the time and materials involved from beginning to end in putting together the Employee Handbook and distributing it to every employee at each domestic business unit, or the total time annually spent by IDG employees who need to get a form from HR, fill it out, and return it, or the amount of time lost in "telephone tag" trying to get answers to your HR questions, you can begin to see the impact of this "modest goal."

By working with IDG Human Resources, IDG Global Communications intends to make all HR information available electronically and to automate the process of completing and submitting forms. Imagine never touching a form, a binder, or a handbook ever again! IDG business unit managers are encouraged to use IDG Central as the primary medium for distributing this information to employees.

IDG Global Communications is always interested in learning what other types of information employees would find valuable online. You may send your suggestions and comments to the Global Communications staff via e-mail at: globalcomm@idg.com.

ADDRESS CHANGES

IDG's Nairobi-based licensee, Upstart Ltd. — publisher of *PC World East Africa* — can now be reached via e-mail at: pcw_ea@users.AfricaOnline.Co.Ke

IDG Argentina has a new e-mail address: idg@sion.com. General Manager Ruben Argento may be reached at: argento-idg@sion.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Steven Woit - Computerworld

TEN YEARS
Elizabeth Phillips - Computerworld
Susan Thaxter - Computerworld

SIX YEARS
Terry Merrell - IFTW Events

FIVE YEARS
Oscar Kneppers - IDG Netherlands
Fran Fox - Infotainment World
Elizabeth Cooper - Computerworld
Mary Bednarek - IDG Books
Simona Cattaneo - IDG Italy

FOUR YEARS
Sasha Alexander - InfoWorld
Linette Vollaro - Publish

THREE YEARS
Edwin Ferdinandus - IDG Netherlands
David Weldon - Computerworld

TWO YEARS
Arnoud Rutgers vd Loeff - IDG Netherlands
Linda Golon - CIO
Özgür Apaydin - IDG Turkey
Christine Tenneson - Computerworld
Patricia Duhl - Computerworld
Christine Chupka - Computerworld
Rob Octavio - IDG Central Services
Ivan Corless - IDG Media
Philip Williams - IDC U.K.
Leong Yin Leng - IDG Singapore
Jini Wong - IDG Singapore

ONE YEARS
Mark Morford - IDG Books
Leah Cameron - IDG Books
Constance Carlisle - IDG Books
Jos Schong - IDG Netherlands
Laurie Gomes - Computerworld
Mary Cavaliere - Computerworld
Walter Fox Tree - Computerworld
Yolanda Scott - IDG Spain

CELEBRATING 10+

Keith Arnot

HOME: London

JOINED IDG: July 8, 1985 as assistant controller, IDG

CURRENT TITLE: International Controller, IDG

MOST CHALLENGING PART OF YOUR JOB: To keep moving ahead at the same pace as IDG.

BEST PART OF YOUR JOB: The opportunity to work with my colleagues and to experience the wide variety of social and business cultures worldwide.

CAREER HIGHLIGHT: I have 53 highlights a year, and they all happen during the first week of November — that's when our auditors confirm that the international business units' management reports are accurate!

MOST MEMORABLE THING THAT'S HAPPENED AT WORK: This has to be the midnight descent by sled from a restaurant halfway up a mountain in Switzerland at the end of an IDG gala evening during a European Managers' Meeting in St. Moritz.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The people, the job interest and the fun.

INTERESTS OUTSIDE THE OFFICE: Most of my time is spent with family (wife Louise and children Charles, 7; William, 5; and Katherine, 3), friends and playing sports, including squash, tennis and golf.

WORDS TO LIVE BY: At IDG, it has to be: "You're as good as the last thing you did."

IDG CHAIRMAN PAT McGOVERN HOSTED KEITH ARNOT (LEFT) *at a dinner celebrating his years of service to the company. The two dined at Orso in London's Covent Garden.*

FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY: Winston Churchill, Eric Clapton, Claudia Schiffer, Nelson Mandela and Billy Connolly — with the Queen as a first reserve.

YOUR IDEA OF A PERFECT WEEKEND: It has something to do with a lie-in, fresh coffee and croissants, golf, the above dinner party, Bloody Marys and a barbecue by a pool.

MANAGER'S PROFILE: "Keith is a tremendous asset to International Data Group. He is totally knowledgeable on all the activities of IDG's international operations and always makes certain that all financial, legal and accounting aspects of the more than 50 international subsidiaries of IDG are well-managed. Keith is a pleasure to work with as he always has a very positive attitude. I am truly proud to be able to call Keith Arnot my respected colleague and very good friend.

*-**Ted Bloom**, VP, corporate controller and treasurer, IDG*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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September 30, 1996

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CONGRATULATIONS TO CARTOON CAPTION CONTEST WINNER RICH BREWER
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG's "Buying IT in the '90s" Targets Internet's Impact on Purchasing

IDG Marketing Services this week rolls out Wave VII of its "Buying IT in the '90s" decade-long research project. This year's research, "The Internet's Impact on Corporate IT Buying — A Global Study," is the first-ever global study of the effect of Internet and intranet-related technologies on the corporate purchase process for IT products.

"The biggest issue on marketers' minds right now is how the Internet/intranet will change corporate computing. Wave VII is the most up-to-date and insightful piece of research on the topic," said IMS President **Peter Horan**. "We were able to reach business computing buyers in the U.S., U.K., France, Germany and Japan. This will further reinforce IDG's thought leadership on leading-edge issues, global resources and overall market knowledge."

Among the areas addressed by the research are the following:

- How leading technology strategists view their goals and challenges in implementing Internet technology within their organizations.
- The level of implementation of Internet technology across organizations in five countries (U.S., U.K., France, Germany and Japan).

• CONTINUED PAGE 5•

Dawn of a New ICE Age

ICE
INTERNET COMMERCE EXPO
Welcome to
INTERNET COMMERCE EXPO
SHOW HOURS:
SHOW HOURS:

ARMED WITH OVERSIZED SCISSORS, ICE PRESIDENT RON MILTON (FAR RIGHT) *marks the official opening of the first Internet Commerce Expo in Anaheim, Calif., earlier this month. Joining Milton are (L-R): PGI Chairman Mark Sirangelo; State of California CIO John Flynn; InfoWorld CEO* ***Jim Martin*** *and Computerworld CEO* ***Gary J. Beach****.*

The Internet Commerce Expo (ICE) had a hot debut earlier this month at the Anaheim (Calif.) Convention Center. Nearly 12,000 attendees came to see cutting-edge intranet and Internet commerce products, services and applications from 137 of the industry's leading vendors who participated on the exhibit floor and in the Internet Open.

Initial feedback from exhibiting companies showed that they were enthusiastic about the high quality of attendee the show attracted. "The success of ICE means that we at IBM are excited about making the Internet Commerce Expo the official promotional vehicle for our Electronic Commerce product line globally," said John Mann, manager of Worldwide Events for IBM's Internet Division.

"From the outset, our goal was to deliver to our exhibitors a higher quality enterprise buyer who has decision-making authority for Internet-related purchases within the next 12 months," said Internet Commerce Expo President **Ron Milton**. "By linking the products on the show floor and the intellectual property of our conference program through the demonstrations of real world solutions at

• CONTINUED PAGE 2•

ICE

continued from page 1

the Internet Open, we designed a unique event that attracted a critical attendee element — those with a high knowledge base and high buying power who want to get beyond theory and see real Internet solutions for their enterprise requirements in action."

Industry heavyweights lined the keynote agenda including Netscape President and CEO James Barksdale; Industry.Net President and CEO Jim Manzi; Microsoft COO Robert J. Herbold; and IDG VP of **Technology Bob Metcalfe**. Each drew crowds in excess of 1,000 with Barksdale's address standing room only.

The Executive Conference, "Internet Strategies for Business Transformation," provided a unique opportunity for senior executives to learn from their peers who have successfully integrated intranets and electronic commerce in their corporate strategy.

The Internet Town Meeting and Executive Crossfire special events were very popular panel discussions on Internet commerce and intranets and conference program tracks "Profiting From the Internet" and "Web Marketing" were among the best attended.

Computerworld President and CEO **Gary Beach** and Metcalfe presented the first Internet Open awards, which were sponsored by CW. Among the companies honored for "their commitment to the advancement of end user and customer productivity, service and responsiveness being made commercially available via the Web" were Federal Express and eCommLink.

The Internet Market Outlook, sponsored by IDC, was a one-day conference on the impact of the Internet that, among other things, featured presentations by IDC analysts (see article this page). IDC, *Computerworld*, *Network World*, *Federal Computer Week*, *CIO*, *WebMaster* and *InfoWorld* were ICE corporate sponsors.

Marketing Manager ***Ken Norton*** *contributed this story. For more information contact Ron Milton at tel: 508-820-8661; e-mail: ron_milton@iceexpo.com.*

1997 ICE EVENTS

April 8-11	**Atlanta**
May 24-28	**Taipei**
Aug. 6-9	**Hong Kong**
Sept. 8-11	**Los Angeles**
Nov. 12-14	**Singapore**
Dec. 3-5	**Tokyo**

Check out the ICE Web site at http://www.idg.com/ice.

IDC Sponsors First Internet Market Outlook Conference

The first Internet Market Outlook conference, sponsored by IDC, was held in Anaheim, Calif., on Sept. 9 in conjunction with the Internet Commerce Expo. The one-day conference provided more than 150 IDC clients and potential clients with a worldwide perspective of the evolving trends in Internet commerce.

IDC research shows that over $1 billion of commerce transactions were conducted on the Web in the past year. One-third of those were completed on the Web (with payment made on the Web in addition to customers placing orders).

IDC participants included **John Gantz**, **Gigi Wang**, **Mark Winther**, **Ted Julian**, **Michael Sullivan-Trainor**, **Evan Quinn**, **Paris Burstyn**, **Joan-Carol Brigham** and **Dave Rines**.

The conference featured a forecast of Internet commerce based on the IDC Internet Commerce Market Model. The trends discussed included:

1) Growth in home PCs will be a major factor in increasing the number Web users.

2) The number of Web pages grew faster than the number of Web user hours in the past year.

3) A marketing infrastructure is emerging for the Web. Leading ad agencies are establishing interactive subsidiaries to deal with Web advertising.

The Internet Market Outlook was a profitable venture, which is unusual due to the marketing investment required for a first-time event in the crowded Internet field.

The next Internet Market Outlook will be held in April 1997 again in conjunction with ICE.

IW TEST CENTER LETS ICE ATTENDEES COMPARE INTRANET SOLUTIONS

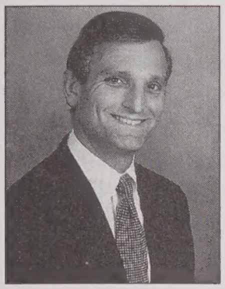
InfoWorld took its Test Center on the road to give attendees of the Internet Commerce Expo (ICE) the chance to test-drive intranet and groupware solutions.

The solutions consist of two intranet/groupware applications: one based on Lotus Notes and another on Netscape's SuiteSpot family of products. The tests were managed by members of InfoWorld's Workgroup Solutions Team. The team worked with Lotus and Netscape to develop a real-world information systems help desk environment to conduct the tests.

ICE attendees posed as the user who can browse a database of commonly asked questions, post problems, and request new equipment; as the help desk staffer who receives incoming trouble tickets and schedules IS personnel; and as the IS manager who has special privileges for viewing all open tickets and can approve or reject equipment requests. Each tester was then asked to rate and review the document store and repository and document sharing aspects of the two applications.

The tests were conducted in connection with a full comparison being undertaken by the InfoWorld Test Center, according to Test Center Director Charlotte Ziems. The final results of the user tests will be published as part of an upcoming *InfoWorld* product comparison article on intranet solutions.

ON LINE



PETER HORAN

The president of IDG Marketing Services is this week's guest columnist. Part 1 appeared last week.

Q How does the IMS staff work with the sales forces of the individual publications? Do you ever, in essence, compete with these sales forces?

A One of the major cornerstones of IDG's success has been its decentralized, entrepreneurial structure. This has kept our business vital in an industry that has transitioned from mainframes to the Web in less than one person's working lifetime. At the same time, this can make it difficult for clients to understand what IDG has to offer and to do business with us in an efficient way. With reductions in staff at client marketing groups and agencies as well as the rise of large and powerful competitors over the last 10 years, it has become essential for IDG to work with clients in a coordinated way that maximizes our synergy.

For larger accounts, the decision to purchase space in an IDG publication is the end result of three major sub-decisions. 1) The selection of target customers. 2) Selection of the computer press as the best way to reach these buyers. 3) The decision that IDG's publications are the best vehicles within the computer press.

The foundation of any major account contract is the marketer's belief that IDG's publications are dynamic market leaders that deliver the most important buyers. It is the responsibility of the publication sales force to convince them of this. The IMS client services team draws upon our knowledge of the market to influence clients to target computer professionals and technology savvy managers —audiences that IDG is best able to deliver. We also work with their media strategists to encourage them to use the computer press rather than television or the business media. Finally, we demonstrate the strategic and economic advantages of concentrating their spending within IDG.

Over the last five years we have built solid teamwork between IMS and the publications based on communication and trust. IDG is very fortunate to have experienced and talented sales people and managers working on our publications. Our goal going forward is to retain our teamwork with this group while encouraging greater peer-to-peer cooperation among IDG's business units. It would be impossible for us to compete with a publication or business unit's sales force because we have no product to sell but theirs. We do not generate income or profit on our own. We exist to help them succeed.

How do you determine which clients/ prospects you will work with?

Client selection is driven by our mission. We study IDG spending data, market data and competitive spending data to determine the best prospects. We also balance the requests of IDG's business units to complement their sales efforts. The IMS client service team works closely with 30-40 large accounts in the U.S. and Europe. The growth accounts and international sales teams deal with another 150 accounts on a more transactional basis.

What are the most common objections/ obstacles you must overcome in dealing with prospects?

When we were founded, our primary mission was to grow market share and page yield in competition with Ziff-Davis and CMP. Interestingly, we now have common cause with these two companies vs. a new set of competitors.

Now, the most pressing issue is competing as part of the computer press vs. the business press and consumer media including television. During the past two years, spending on TV and in the business press has increased significantly while spending in the computer press has slowed. There are several reasons for this. Clients and their agencies believe that TV is exciting and reaches large numbers of new buyers efficiently. They believe that the business books reach the top management of buying organizations. In addition, syndicated research can be used to show that these other media can reach the buyers that the computer press has historically delivered.

Our job is to convince marketers that knowledgeable and influential buyers not only represent a significant business on their own, but are the best way to shape the attitudes of novice buyers. In addition, we need to show that the editorial environment that we provide causes buyers to pay closer attention to the vendors' ads. We are fighting to keep IDG at the center of our clients' marketing efforts. The best way of doing this is by consistently demonstrating that we have a strong, long-standing relationship with their most important customers.

In addition, we need to keep IDG at the forefront of discussions about online advertising and new media. IDG has a very sophisticated vision about what matters in this area. Our vision is ahead of the conventional wisdom that rewards "unqualified hits by the ton." We need to engage marketers on these issues and persuade them to adopt our way of thinking.

Client events like the Global Summit come with hefty price tags. Do you have any way of measuring the impact of such events in terms of bottom line benefits?

Client events are among the most popular things that IMS does. The Global Summit is a tremendous showcase for IDG. This past year we hosted summits for clients in North America, Europe and Latin America. Next year we will also hold an event in Asia. Our customers can see the full range of IDG's resources and expertise. Most importantly, these events are a great opportunity for IDG to get to know its clients better and for them to get to know us. Personal respect, trust and friendship still go a long way in business.

The Annex Takes a Lighter Look at Technology

PC World Online's webzine explores the human side of computing with a dose of humor and attitude

If PC World Online is for the 9 to 5ers, *The Annex* is for the 5 to 9ers." As the words of Producer and Control Editor **Shoshana Berger** suggest, *The Annex* (http://www.pcworld.com/annex) examines how technology is shaping the work, culture and daily lives of the people who use it on their own time.

The webzine first appeared on PC World Online's heavily trafficked site — 400,000 users — in October '95. From the outset, *The Annex* drew widespread praise and attention from sources like *The Village Voice*, the Microsoft Network and industry celebrities like Harold Rheingold, author of *The Virtual Community*.

The site's editors and producers feel that *The Annex* is first and foremost a 'community clubhouse' where columns are written by *PC World* editors to encourage feedback from readers and facilitate interaction between them.

On Sept. 17, a completely redesigned *Annex* hit computer screens, complementing PC World Online's hard-hitting news and reviews with the human side of computing.

Among the enhanced sections are:

- **2 Cents**. The online-exclusive columns featured in this section run the gamut from "Net Profit," — written by Richard Morochove, an accountant and computer consultant, who explores online banking, investing and tax preparation — to "Rose Knows" with ficticious gossip maven "Rose Webstein" exploring industry tidbits with humor and pizazz.
- **HotJobs!** In a partnership with Intelli-Match, Hot-Jobs! contains a searchable database and a resume posting service for jobs in the IT field and beyond — even in aerospace and biotechnology.
- **Game Center**. In addition to news, reviews and ratings of computer games, this section includes links to vendors, a library of shareware and demos, daily tips and a threaded discussion area.
- **Smarter Feller 2000**. This features original cartoons by *Might Magazine* Editor Dave Eggers on how people relate to their computers.
- **Trade Show Calendar**. A monthly listing of industry events complete with registration details.

GOSSIP MAVEN "ROSE WEBSTEIN" *pens a regular column on The Annex dishing industry secrets.*

Joining Berger on *The Annex* team are Senior Online Editor **Yael Li-Ron**; Designer **Jonas Höglund** (prior to joining the staff last year Jonas was a designer for *PCW Sweden*); Multimedia Producer **Martyne Page**; and Fluegelman Intern and Control Editor/Games **Amy Ng**.

Three additional communities are planned for launch in the coming months. "The Play Lab" will showcase emerging Web technologies and connect readers to audio and video downloads; "Enhanced CDs" will review new discs and "The Annex Classifieds" will enable users to post and answer ads for computer and electronic equipment. (See sidebar.)

For more information contact ***Scott Danish****, director of marketing for PC World's Online Services Group, at tel: 415-978-3226; e-mail: scott_danish @pcworld.com.*

COMING SOON!
THE ANNEX CLASSIFIEDS: A NEW RESOURCE FOR IDG EMPLOYEES

In the coming months, The Annex — PC World Online's gathering place for readers to discuss how technology is shaping their lives — will include a classified advertising section.

The Annex Classifieds will include ads for PC and Macintosh computers and peripherals, PDAs, CD players, video recorders, DATS and other electronic equipment.

If you would like to post your ad online, send an e-mail to: annex@pcworld.com. Please include a detailed description of the item, price and e-mail contact information.

ADDRESS CHANGE

IDG's Ukrainian licensee has requested that mail be addressed in the following style:

PC World Ukraine
252011 Ukraine, Kiev
Panasa Myrogo st., 19
Michael Zgurovsky, director
Yaroslav Zablotsky, editor

Tel: 380-44-290-4093
Fax: 380-44-290-1649
E-mail: PCW@pcw.kiev.ua

Job Opportunities
Week of Monday, September 30, 1996

Project Coordinator/Customer Service (CCI)
Contract publishing group is seeking a proven self starter to coordinate customer service and distribution activities of three magazines. The selected individual will be able to demonstrate proven customer service skills, the ability to prioritize and coordinate multiple tasks and will be comfortable with meeting multiple deadlines. Proficiency with Mac-based desktop publishing software and hardware very desirable. Familiarity with printing procedures and knowledge of magazine production a plus.
Location: Cambridge, MA
Contact: J. Engel, Fax: 603-924-7013, Phone: 603-924-7271, Email: -NA-

Sales Director (CCI)
CCI, publisher of nationally distributed magazines in the music and home entertainment industries seeks to appoint a proven sales professional to join our contract publishing team as Sales Director for Cable in the Classroom and Better Viewing. The successful candidate will be a self starter possessing a minimum of 3-5 years of successful advertising sales experience, a thorough understanding of consumer print media and be able to demonstrate the ability to develop strategies for growing core business. Knowledge/experience in the television/cable industry a distinct advantage. ***Location: NH and MA***
Contact: J. Engel, Fax: 603-924-7013, Phone: 603-924-7271, Email: -NA-

Advertising Financial Coordinator (FCW)
The individual in this position will be responsible for billing advertiser and agency accounts, entering and tracking insertion orders and preparing reports on sales and revenue data. Qualified candidates will have a college degree and experience with Microsoft Excel required. A background in ad coordination is a plus. ***Location: Falls Church, VA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Production Assistant (FCW)
The individual in this entry level position will assist in all aspects of the production process. Candidates must be highly organized, detail conscious, and have excellent phone skills. A college degree is preferred, but training in the area of handling ad materials will be offered so no prior production experience is required. ***Location: Falls Church, VA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Executive Assistant (ICE)
This position will provide administrative assistance to the President and Finance/Business Manager for all US and international operations. Responsibilities will include customer contact and meeting scheduling, proposal preparation, on-line project tasks related to Intranet and Internet Commerce content, and administering on-line task/priority database. Ideal candidate will possess strong PC skills and be highly organized with the ability to deal with all levels in an organization. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Assistant (ICE)
This position will provide administrative support to all exhibit, sponsorship and Internet Opens sales activities. Responsibilities will include ACT database administration, lead generation through routine web and printed media research, customer mailings, sales order entry administration, customer contact and follow-up on behalf of the sales team. The position requires a high energy, team oriented individual who has solid PC and organizational skills, and can operate effectively in a growth-oriented environment.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Consulting Manager, S3 Group (IDC)
This Consulting Manger will be responsible for writing final consulting reports and papers for the Systems, Software and Storage research groups, handling customer satisfaction on consulting/custom projects, and working with research analysts. Requires at least 10 years of consulting and custom research experience, ability to manage multiple projects, and excellent customer service skills.
Location: Framingham, MA
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: dbernardi@idcresearch.com

Manager, Vertical Industry Applications Research (IDC)
We are looking for someone with strong data analysis, communications, and project management skills to continue IDC's success in the area of vertical industry applications research. The desired person has vertical industry market analysis expertise and will analyze software trends in industries such as health care, financial services, and manufacturing. The analysis will encompass vendor-side issues such as software products, marketing strategies, and market position and user-survey analysis of product penetration, the business environment, and buying intentions. Strong data analysis skills to interpret survey results and model industry activity are a key requirement of this position. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Senior Analyst, Information Access Tools Research (IDC)
We are looking for someone to conduct software market analysis in the areas of data warehousing, on-line analytical processing (OLAP), executive information systems, and reporting tools, as well as tracking Internet/Intranet developments and trends as they relate to the above areas. Responsibilities include producing market research reports, responding to inquiries from our vendor, user, and investor clients and the press, speaking at industry events on these topics, and growing IDC's business in this area. Excellent communications skills and data analysis skills are required. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Community Events Specialist (IDG/B)
The individual in this position will be responsible for building community on the website; extending it as a successful business unit; researching and incorporating new types of community content; working with the departments and third parties to link, market, and/or promote co-ventures. Should be proficient in Microsoft Office applications, Filemaker Pro, Netscape Navigator and/or Explorer, and have an understanding of web technology. Should have research experience coupled with the ability to recognize, analyze, and seize opportunities. Must be detail oriented. Experience with the on-line community and scheduling events with high-profile individuals required; marketing and sales experience desirable. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Editors and Internet Specialists (IFTW)
The exciting consumer market for PC games has exploded in the past year. We have newly created opportunities for experienced journalists to join our dynamic editorial team. In addition, we are seeking individuals with web site experience and CD-ROM expertise. A passion for gaming is a must. Knowledge of all major on-line services, the Internet, and the World Wide Web, a definite plus. Requires a solid understanding of the "gamer" mentality, and excellent organization, communication, writing, and editing skills. Must be creative, energetic, and self-motivated with a proven track record as a team player who thrives in a deadline driven environment. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Sales Associate (IFW)
The individual in this position will handle the weekly closing of display edition, interaction with clients via telephone, database management, and general administrative support. The environment is fast-paced, and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. The ability to work independently and under pressure is critical. Must have a college degree. PC literacy is a must. Publishing or advertising experience desired.
Location: San Mateo, CA
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Network Specialist, IS Department (IFW)
Primary responsibilities of this position: manage Novell NetWare 3.1X/4.X servers, manage Lotus Notes 3.X/4.X servers, manage electronic mail system and gateways, maintain network/server hardware, maintain LAN and WAN DCE, documentation, independently manage projects to completion, and test and document network solutions. We are seeking candidates with 3-5 years total experience in the areas listed above. ***Location: San Mateo, CA***
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Assistant Editor (IPS)
IDG World Update is looking for an Assistant Editor to work on all aspects of the weekly employee newsletter's creation. Candidate must be a self-starter with strong writing and copy editing skills and enthusiasm for graphic design tasks. Macintosh experience and knowledge of PageMaker and Photoshop strongly preferred; photographic skills and familiarity with drawing/design software a plus. Individual must be able to work well with minimum supervision under tight deadlines and be willing to pitch in wherever needed to handle a variety of tasks related to both the print and online editions of the World Update. ***Location: Boston, MA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Complete List of Job Openings

BU	Category	Title	Location	Contact	Phone	Fax
IDG/IMS	Sales	Sales Associate	Miami, FL	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Circ	Vice President of Circulation and Marketing	Boston/Framingham	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Edit	Desktop Publishing Expert/Technical Writer	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Edit	Editor	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Prod	Desktop Publishing Expert/Production Assistant	Negotiable	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Sales	Ad Sales Coordinator	Boston or San Francisco	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Sales	National Online Ad Director/TipWorld	Boston or San Francisco	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Rsch	Rsch	Computer Industry Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IFTW	Admin	Receptionist	San Mateo, CA	J. Harvey	P: 415-286-2512	F: 415-349-5279
IFTW	Circ	Dir. Circulation, GamePro Media Group	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Edit	Copy Editor/GamePro	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Edit	Editors and Internet Specialists	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Exec	Editor in Chief, PC Games	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Mktg	MarCom Manager, GamePro	San Mateo, CA	C.Sandor	P: 415-286-2515	F: 415-349-1598
IFTW	Sales	Advertising Sales Coordinator	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
IFW	Circ	Circulation Specialist	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Reviews Editor	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Editor, Enterprise Solutions Team	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Writer, Telecommunications	Washington, DC	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Expo	Conference Registrar	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Mktg	Advertising Mgr/Enterprise Networking Edition	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Mktg	Event/Tradeshow Manager	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Prod	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Account Executive/Inside Partner (3)	San Mateo (2), Irvine (1)	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Director Recruitment Division	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFW	Sales	Sales Associate	Irvine, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Sales Associate	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Sales Associate	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Systems	Analyst, Enterprise Solutions Team	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Systems	Analyst, Network Solutions Team	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Systems	Network Specialist, IS Department	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFW	Systems	PC Support Specialist	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFW	Systems	Reviews Analyst	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IPS	Admin	Receptionist	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Assistant Editor	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Editorial Assistant	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
ISG	Admin	Customer Support Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Admin	Executive Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Art/Design	Designer	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Edit	Managing Editor, Club Production	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	On-Line	Web Programmer	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Prod	Production Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Systems	Database Programmer/Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
ISG	Systems	Technical Analyst	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-286-6799
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	Mktg	Membership Manager	San Francisco, CA	A. Beitia	P: 415-974-7468	F: 415-442-0766
MAC	On-Line	Content Engineer, Online	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
MAC	Operations	New Business Coordinator	San Francisco, CA	L Hitchcock	P: 415-978-3145	F: 415-442-0766
MAC	Prod	Production Assistant, PT	San Francisco, CA	C. Neustadt	P: 415-978-3131	F: 415-442-0139
NW	Art/Design	Graphic Designer	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Chief	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	On-line Reporter	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Exec	Vice-President, Information Systems	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	District Sales Manager	Rochelle Park, NJ	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Assistant	Rochelle Park, NJ	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Systems	Webmaster	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PCW	Admin	Administrative Assistant	San Francisco, CA	K. Normandeau	P: 415-267-4578	F: 415-974-7316
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Edit	Associate Editor	San Francisco, CA	C. Thorton	P: 415-974-7475	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Edit	Executive Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-974-7316
PCW	Edit	Executive Editor, News	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-974-7316
PCW	Exec	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	PR	Show Host, PC World Radio	New York, NY	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Rsch	Research Manager	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Account Representative	Negotiable	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW/WEB Magazine	Sales	Eastern Account Manager	New York, NY	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazine	Sales	Eastern Ad Director	NJ or NY	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazine	Sales	Southwest Account Manager	Los Angeles, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
Publish	Edit	Copy Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Web	Edit	Associate Editor, JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
Web	Edit	Editor, SunWorld Online	San Francisco, CA	M. Cappel	P: 415-267-1725	F: 415-267-1732

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Group
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Ref ExPress

BUYING IT

continued from page 1

- The significant opportunity the Internet creates to demonstrate leadership and brand relevance in a new technology playing field.
- How the Internet is affecting the way technology is purchased.
- How to best communicate with those who influence corporate Internet-related initiatives.

The study consisted of two parts. The first is a "Lead User Retreat" featuring interviews and group discussions with leading-edge implementers of Internet technologies. This component reports on the thoughts of top technologists who are developing a vision of the potential impact of the Internet on the corporate technology infrastructure at such major U.S. companies as Citibank, FedEx and Rockwell International. IDC, which participated for the first time this year, has done pioneering work with lead users that added greatly to the study's impact, noted IMS Director of Strategic Research **Scott Kleinman**. "In association with a professor from MIT, they have developed a method for identifying and interviewing technology trend setters in a way that will give marketers the ability to forecast future opportunities."

Among some of the key findings gleaned from interviews with lead users:

- **The Internet's effect on the corporate end user is real and significant.** The Internet offers technology users and customers revolutionary empowerment. It enables end users to access, manipulate and publish an unprecedented quantity of information.
- **The Internet directly affects business models and processes.** It offers unique ease of implementation and management, expanded potential technology-based cost savings and flexibility — resulting in a capacity for "merging" with the business process it is designed to support.
- **Fulfilling any Internet vision remains a major challenge.** Perhaps the greatest challenge is keeping pace with the rapid rate of technology change spawned by the Internet.
- **Vendor requirements in the Internet world.** The users interviewed want technology vendors to recognize and respond to the challenges they face implementing Internet-based technologies by:
  - Offering fast, flexible solutions.
  - Working effectively with other vendors.
  - Providing a higher level of communication and partnership.

> *"The biggest issue on marketers' minds right now is how the Internet/intranet will change corporate computing."*
>
> **Peter Horan**

The second component of the study, a 1,900-respondent quantitative survey conducted across five countries — the U.S., U.K., Germany, France and Japan — offers a detailed look at the impact of the Internet on the corporate IT purchase process across these major IT markets. Among its findings:

- **Internet usage has its greatest penetration in English-speaking countries**, although strong growth is predicted throughout the world.
- **The Internet marketing opportunity is wide open.** No one company is currently winning the race for brand leadership in the Internet arena. The study found low levels of Internet-related awareness and suggested a large opportunity to build a connection between technology brands and the Internet.
- Goals for technology are fairly consistent across markets with marketing via the World Wide Web being the most important to companies today, followed by developing an infrastructure to enable employee access to the Internet and creating an intranet to leverage Internet technologies inside the company.

For more information on the research results, contact Scott Kleinman at 415-676-3021 or scott_kleinman@idg.com.

ON THE ROAD AGAIN

IDG International Marketing Services this week will launch an eight-city, six-country road show to present the results of Wave VII of "Buying IT in the '90s." To attend a presentation of "The Internet's Impact on Corporate IT Buying — A Global Study," or to receive additional invitations to distribute to customers, contact Ava Blake at tel: 508-820-8230 or e-mail: idgwwreg@aol.com.

Boston: Oct. 2, 8:00 a.m.

New York: Oct. 3, 8:00 a.m.

San Francisco: Oct. 8, 8:00 a.m.

London: Oct. 10, 8:00 a.m.

Paris: Oct. 15, 8:00 a.m.

Munich: Oct. 17, 8:00 a.m.

Toronto: Oct. 24, 8:00 a.m.

Tokyo: Oct. 31, 7:00 p.m.

"BUYING IT IN THE '90S" NOW COMPRISES SEVEN WAVES

Since 1991, IDG has conducted a series of research studies designed to help technology marketers better understand the IT purchase process. The "Buying IT in the '90s" series of research has been an important part of IDG's success with the company's largest accounts, according to IDG Marketing Services President Peter Horan, whose group maintains responsibility for the ongoing project.

Wave I and Wave 2 appeared in 1991 and 1992 and focused on "The People, the Patterns and the Purchase." Subsequent reports include:

- **Wave III: "The Channels"**
- **Wave IV: "Targeting Profitable Customers"**
- **Wave V: (Part 1) "Buyers and Your Brand"; (Part 2) "Brand Power in Enterprise Computing"**
- **Wave VI: (Part 1) "Brand and the Buying Process"; (Part 2) "Enterprise Branding Across Borders"**

To receive an Executive Summary of any of the above, please contact Scott Kleinman at tel: 415-676-3021 or e-mail: scott_kleinman@idg.com.

NOTEWORTHY

NEW EMPLOYEES

IDG WORLD UPDATE

FISCHER

Graphic Designer **John Fischer** has joined the *Network World* staff. A newly minted graduate of Northeastern University with a B.A. in art and a concentration in graphic design, John enjoys illustrating, swimming and listening to music.

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IDG WORLD UPDATE

KISSILEFF

CIO welcomes Office Services Assistant **Vivian Kissileff**. Vivian's commute hasn't changed much; she was formerly a claims processor for the American States Insurance Co. located in the same building as CIO in Framingham, Mass. An antiques collector, Vivian enjoys visiting art museums and attending workshops on New Age topics.

Sales Associate **Marilyn Neulander** has joined CIO's Midwest office in Northfield, Ill. She was previously the office manager at Vantage Financial Partners. Marilyn has a B.F.A. from Butler University. In her spare time, she collects handblown American glass and kaleidoscopes and is an officer of the local chapter of the American Association of University Women.

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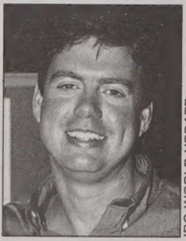
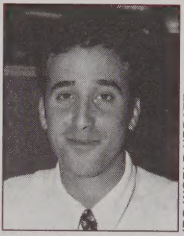

IDG WORLD UPDATE

BURKE

The Computerworld Professional Development Division has two new employees. **Nick Burke** is the account executive for the Midwest region. He was previously the mid-Atlantic account manager for Softbank Comdex. Nick has a B.S. in history from Northeastern University and enjoys golfing, skiing and socializing.

Jim Parker is the account executive for the Southwest territory. His former post was inside sales manager/hardware specialist for Stream International. Jim has a B.S. in communications from the University of Massachusetts/Amherst and can be found mountain biking and listening to music in his off hours.


IDG WORLD UPDATE

PARKER

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IDG WORLD UPDATE

HANNON

Ellen Hannon has joined the IDG Newsletter Corp. in Boston as a customer service representative. She recently worked as a temporary office assistant at Sverdrup, a company involved in large transportation projects. Ellen is a graduate of the Computer Learning Center and enjoys movies, concerts and plays in her free time.

■■■■■■■■■■

Alison Fennings is the administrative assistant to *PC World* Senior Account Manager **Corinne Cox**. Alison has a degree in education from West London Institute in the U.K. and enjoys watercoloring, restoring furniture and cooking.

■■■■■■■■■■

Martha Chalker has joined *InfoWorld* as a PC support specialist. She was previously the educational sales manager at Roland Digital Group. Martha has a B.S. in computer sciences from Elmira College and creates stained glass windows during her non-work hours.

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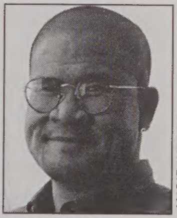
ANGIE WEBER

MUNLAWIN

Macworld's ad sales department welcomes **Glenn Munlawin** as an administrative assistant. Glenn was the marketing coordinator for Creative Insights before joining IDG. He has a B.A. in psychology from San Francisco State University and can be found cycling in his off hours.

Macworld Marketing Specialist **Jamila Johnson** spent her summers during college at IDG as an INROADS intern. Following her graduation this year from the University of California/Berkeley, where she received a B.A. in English, Jamila became a full-fledged IDG employee. She lists drawing, art and playing the piano among her interests.

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Receptionist **Andrea Speer** answers the phone and greets visitors at IDG Books Worldwide's Indianapolis office. She was recently the executive assistant at a large cardiology practice at St. Vincent's Hospital. Andrea enjoys singing and spending time with her husband, daughter and two dogs.

Marc Ricketts has been hired as a senior project manager for the IS department in Indianapolis. He was previously a technical research and support specialist/network engineer at DSSI/SNAPP. Marc has a B.S. in computer information systems from the University of Southern Indiana and likes to spend time fishing and working on computers.

KELLIE DUNCAN

LAMB

Product Technical Support Representative **Pamela Lamb** has signed on as a full-fledged employee after working as a temporary at IDG Books' Indianapolis office. Pam is a graduate of the University of Indiana.

■■■■■■■■■■

In Miami, **Kerry Pietrzak** has joined IDC Latin America as a research analyst. He was previously a new business development associate for the Latin American division of Disney Consumer Products. Kerry earned a B.S. in human services from Lesley College and a master's degree from Thunderbird, The American Graduate School of International Management. He enjoys beach volleyball, weightlifting and rollerblading outside the office.

All business units are welcome to be part of the Noteworthy page. Send new employee, promotion and transfer information to IDG World Update at world_update@idg.com or mail to 31 Milk St., Suite 210, Boston, MA 02109.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-TWO YEARS
Nora Hörmann - IDG Germany

EIGHTEEN YEARS
Helga Biesel - IDG Germany

SIXTEEN YEARS
Maria del Carmen Doehler - IDG Germany

FIFTEEN YEARS
David Brown - IDC
Karin Giffhorn - IDG Germany

FOURTEEN YEARS
John Gallant - Network World
Larry Bishop - IDC
Nicilmar Laino - IDG Brazil

TWELVE YEARS
Michael McCarthy - Web Publishing
Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany
Juan Marques - IDG Spain

ELEVEN YEARS
Mary Gibbons - IDC
Heiderose Witte - IDG Germany

TEN YEARS
Linda Holbrook - Computerworld
Marianne Nichols - IDC
Angele Boyd-Meyers - IDC
Sui-Lan Vignal - IDG France
Claude Giffard - IDG France

NINE YEARS
Adriana Amedei - IDG Italy
Julia Blelock - IDC/LINK
Lauren Black - Macworld
Pascal Gautier - IDG France

EIGHT YEARS
Milton Quiah - IDC
Paul Pastrone - IDC
Laszlo Guttray - IDG Hungary

SEVEN YEARS
Joanie Wexler - Network World
Anne Nickinello - Network World
Brad Christenson - IDC
Debra Bernardi - IDC
Deirdre Hatch - IDC
John St. Martin - IDC
Christoph Witte - IDG Germany
Mario Toffoletti - IDG Italy
Marcio Luiz Lopes - IDG Brazil
Peter Worlock - IDG Media

SIX YEARS
Claudia Vieira da Silva - IDG Brazil
John Carpenter - Computerworld
Merrill Walsh - IDC
Richard Denechaud - IDC
Alexa McCloughan - IDC
Christelle Bertrand - IDG France
Agnes Chardavoine - IDG France
Katalin Laszlo - IDG Hungary
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Doris Lauer - IDG Germany
Don Tennant - IDG Hong Kong

FIVE YEARS
Anna Caran - Network World
James Duffy - Network World
Natalye Alter - IDC
Linda Devine - IDC
Jean-Pierre Antonio - IDG France
Pascal Boiron - IDG France
Domingos Rodriguez - IDG France
Sean MacGovern - IDC France
Robert vd Veldt - IDG Netherlands
Csaba Meszaros - IDG Hungary
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Brigit Seifert - IDG Germany
Stefan Ueberhorst - IDG Germany
Britt Kardel Hetting - IDG Denmark
Hugh Gibbs - IDC U.K.
Jose Luis Palacios - IDG Spain

FOUR YEARS
Pedro Rodrigues da Costa - IDG Brazil
Takehiko Yamamoto - IDC Japan
Alyson Frasco - IDC
John Gantz - IDC
Diane White - IDC
Donna Silva - IDC
Carey Azzara - IDC
Freeman Bradley - IDC
Jürgen Hill - IDG Germany
Walter Mehl - IDG Germany
Iris Müller - IDG Germany
Matthias Zimmermann - IDG Germany
Oscar Gonzales - IDG Spain

THREE YEARS
Maria Eloa Lyrio - IDG Brazil
Nikki Wilson - Computerworld
Jose Bruzual - Computerworld
Dora Jeffers - Computerworld
Gerry Murray - IDC
Christine Jarmul - IDC
Edith Höllersberger - IDG Germany
Michael Freter - IDG Germany
Marlise Pinto - IDG Brazil
Nuria Gomez - IDG Spain
Stan Peck - IDC Canada

TWO YEARS
Marcelo Leite Augusto - IDG Brazil
Carol Lasker - Network World
Paula Connor - Network World
Nancy Kambestad - IT Channel Services
Emily Gitelson - Computerworld
Nicole Glinski - Computerworld
Ian Campbell - IDC
Oliver Chin - Macworld
Arron Patterson - IDG New Zealand
Herve Blanchard - IDG France
Marcel Schaper - IDG Netherlands
Lynn Luis - Infotainment World
Robert Steindl - IDG Germany
Wolfgang Sommergut - IDG Germany
Kerstin Lohr - IDG Germany
Margarete Kuther - IDG Germany
Sabine Bünning - IDG Germany
Roberta Prandini - IDG Italy
Silvia Merlini - IDG Italy
Deborah Vilella - IDG Italy
Frank Gjermand Pedersen - IDG Denmark
Dorte Toft - IDG Denmark
Jeff Meers - IMS/EMEA
Pradip Somaia - IDC U.K.
Ana Ma. Garcia - IDG Spain
Sharon Chang - IDG Singapore

ONE YEAR
Sharon Lau - IDG Singapore
Jomar Nicacio - IDG Brazil
Moacir Rodrigues - IDG Brazil
Jennifer Leung - IDG Hong Kong
Hiroshi Wada - IDC Japan
Reliza Lamain - IDG Netherlands
Lee Schlesinger - Network World
Carole Longworth - Computerworld
Robert Wysocki - Computerworld
David Ramel - Computerworld
Suzanne Plummer - IDC
Craig Friedson - IDC
Mary Steeves - IDC
Thomas Oleson - IDC
Noelle Bonin - IDC
Stephen Garone - IDC
John Daly III - IDC
Sara Culley - Macworld
Phillip Martelli - IDG New Zealand

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Rich Brewer will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* key chains.

HONORABLE MENTIONS:

"Your table will be ready in a moment — we're just booting it up."

- Morris Effron
International Publishing Services

"I'm sorry, there will be a brief delay in seating as our menu has crashed."

- Rob Springer
IDG Books Worldwide

"You're in luck. The World Wide Wait for a Web table is just under an hour."

- Charlie Bruno
Network World

"I know you have a reservation, but you'll just have to be patient for a moment while we find your seats, our search engine is down."

- Scott Morgan
InfoWorld

"You may have to wait a bit to have a byte."

- Cathleen Gagne
Computerworld

"There's a five-minute wait for the direct Internet access section, a 10-minute wait for the CompuServe section, and we're not really quite sure when the AOL section will be back up."

- Eos de Feminis
Macworld

"Table for two — reservations under which address, sir?"

- Wee Leang Toon
IDC Asia-Pacific

"While you're waiting, let me tell you about today's special: 'Surf the Turf.'"

- Marc Calvanico
InfoWorld

"Lovely to see you again. We have a cozy workstation over here by the help desk. Let me have your Web server show you to your table."

- Lisa Brown
CIO

"Will that be smoking.com or non-smoking.com?"

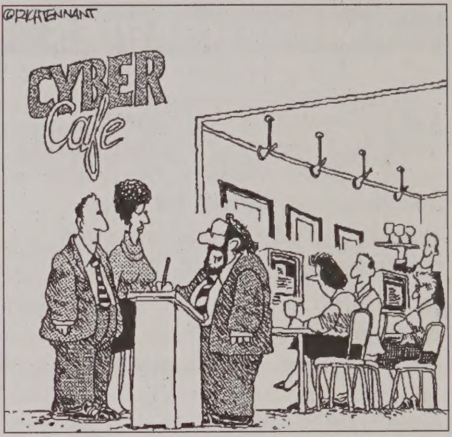
- Lee Schlesinger
Network World

"Will that be surfing or non-surfing?"

- Maridee Ennis
IDG Books Worldwide

"Keyboard for two — will that be qwerty or non-qwerty?"

- Joyce Gillis
Computerworld



"Good evening, sir. Would you like a booth with Windows?"

- Rich Brewer
IDC

"Will that be hacking or non-hacking?"

- Randy Perry
IDC

"Party of two? Navigator or Explorer?"

- Judy Doyle
Computerworld

"Would you prefer a table with Idiots or Dummies?

-Colette Cornish
PC World

RICH TENNANT'S CAPTION

"Would you like Web or non-Web?"

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 41

October 7, 1996

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PAGE 3

IDG FRANCE LAUNCHES A MACWORLD PUBLICATION IN GOLDEN'S PLACE
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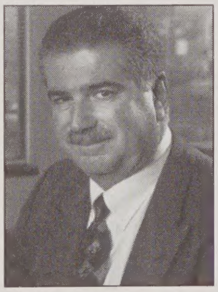
PUBLISH BREAKS ITS PREVIOUS REVENUE RECORD WITH HELP OF TECHNOLOGY SUPPLEMENT
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Marino Named CEO of PC World

Rich Marino last week was named president and CEO of PC World Communications Inc., in San Francisco. Marino, who joined PC World in 1990 as associate publisher, has served as the company's chief operating officer since 1994. Marino succeeds **Pat Kenealy**, who has served as CEO for six years and will now head up a new venture for IDG.


MARINO

Marino will be responsible for the company's three main properties, *PC World*, PC World Online and *The Web Magazine*. He will guide the company's strategic expansion and run the PC World Global Product Support Center, which provides various support services to *PC World* publications around the globe.

During Marino's four-year tenure as *PC World* publisher, the magazine's paid circulation increased 63%, according to the Audit Bureau of Circulation. In the last three years, *PC World*'s readership among manage-

• CONTINUED PAGE 5 •

CW/IW Circulation Managers Share Strategies at Annual Meeting

SUPPORT GROUP. *Attendees at the recent CW/IW Product Support Center's Circulation Meeting included: (front row, l-r): London BPA consultant;* ***Paola Lopez****, IDG Italy;* ***Nancy Phua****, IDG Singapore;* ***Teresa Lui****, IDG Hong Kong;* ***Renate Kretz****, IDG Germany;* ***Paco Zabala****, IDG Spain;* ***Siri Herud****, IDG Norway. (Second row, l-r):* ***Mylene Clement****, IDG France; Nils Myklebust, consultant;* ***Vicente Tardin****, IDG Brazil;* ***Britt Hetting****, IDG Denmark;* ***Bjorg Brodersen****, IDG Norway. (Third row, l-r):* ***Cigdem Palas****, IDG Turkey;* ***Wioletta Boris****, IDG Poland;* ***Morten Hansen****, IDG Norway;* ***Fredrik Zanderholm****, IDG Sweden;* ***Fernando Rodrigues****, IDG Spain, and* ***Jan Kjar****, IDG Norway. Not pictured:* ***Peter Marcinak****, IDG Czech Republic.*

For the second consecutive year, the Computerworld/InfoWorld Global Product Support Center hosted a Circulation Function Meeting designed to encourage circulation professionals throughout IDG to share ideas and solutions for overcoming commonly faced challenges. This year's meeting, held Sept. 9-11 in Marbella, Spain, attracted 17 circulation managers from 14 countries throughout Europe, as well as Hong Kong, Singapore and Brazil.

Among the many items discussed during the two-day meeting were the following:

- How to analyze the marketplace — Who are the buyers and the competitors?

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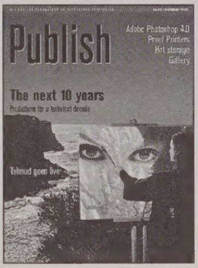
IN BRIEF

IDG Subsidiary Guides Debut of *Publish Australia*



Publish Australia debuted in September at Adobe's Digital Print, Publishing and Design Expo in Australia. For the past year, another Australian company had produced a *Publish*-related title, *Publishing Essentials*, under license agreement with IDG. However, IDG Australia took over publication rights for the *Publish* product this fall after the licensee's contract was terminated.

Publish Australia has a circulation of 15,000 and will appear twice before the end of 1996 and 10 times in 1997. The staff includes Publisher **Robert Wells**, Sales Services Manager **Joanne Davies**, and Editor **Osmund Iverson**.

For more information about *Publish Australia*, see its page on the World Village at the Publish RGB Web site (http://www.publish.com/village).

IDG's other design and electronic publishing titles are *Publish* (U.S), *CAP&Design* (Sweden), *Publish Brazil*, *Publish in Asia*, *New ViSion/Publish* (Taiwan), *DTP World* (Japan) and *Publish Russia*.

China Computerworld Expo Tallies Record Numbers

CHINA COMPUTERWORLD EXPO 1996
1996中国计算机世界展览会
CHINA COMPUTERWORLD EXPO 1996
TSINGNET
NETCHINA
1996中国计算机世界展览会(网络馆)
NETWORKING CHINA 1996
开幕典礼
OPENING CEREMONY

CHINA COMPUTERWORLD EXPO, HELD SEPT. 10-14 IN BEIJING, *was the most successful event in the show's four-year history. The broad-based show attracted an invitation-only audience of 150,000 high-level IT managers and Chinese government officials who purchase IT, and another 30,000 general visitors the last two days of the show. There were 232 exhibitors in 800 booths in a space of 30,000 square meters. The conference portion consisted of 43 sessions for 7,000 executives and senior government officials. Above, IDG Chairman* ***Pat McGovern*** *(center) attends the Expo's opening ceremony. Standing to McGovern's left are: Liu Jian Feng executive vice-minister of the Ministry of Electronic Industry, IDG's joint venture partner; and Stan Shih, Chairman and CEO of ACER Computers International, who delivered the keynote address.*

Second Macworld Expo/ Taipei Scheduled for May '97

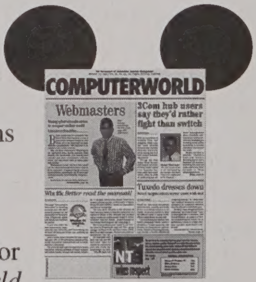
GARY FUNG, VICE PRESIDENT OF IDG WORLD EXPO/ASIA, *(left) signs the contract for Macworld Expo/Taipei '97 alongside Thomas Tsou, executive director of the exhibition department for the China External Trade Development Council.*

IDG World Expo/Asia has joined forces with the China External Trade Development Council (CETRA) to organize Macworld Expo/Taipei '97, which will be held May 24-28 at the World Trade Center in Taipei. The two partners collaborated on the first Macworld Expo/Taipei this past April and signed their second contract in September. Given the exhibitors' rush to rebook space, the '97 event promises to surpass the inaugural tally of 65,000 visitors and more than 100 exhibitors.

"CETRA has prestigious status in Taiwan, and securing its cooperation and support for the next Macworld Expo is very important," said **Gary Fung**, vice president of IDG World Expo/Asia.

Established in 1970, CETRA is a non-profit organization supported by business associations to promote two-way trade for Taiwan.

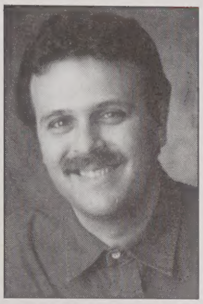
CW Gets Casting Call



Well, it's likely comedian Robin Williams doesn't read *Computerworld* in his own home, but he will be depicted as a subscriber in an upcoming movie. In *Flubber*, Williams plays a professor who invents fluid rubber (i.e., "flubber") in an effort to save his college from financial ruin. Walt Disney Pictures recently asked for permission to use some *Computerworld* issues as part of the decor in the professor's home and lab.

"I always wanted a supporting role with Robin Williams," mused Computerworld Inc. President **Gary J. Beach**. The movie will be released in 1997, coinciding with *Computerworld*'s 30th anniversary.

ON LINE



STEVE BERKOWITZ

The chief operating officer and publisher of IDG Books Worldwide is this week's guest columnist. Part 2 will appear next week.

Q Could you briefly explain your role as chief operating officer and publisher of IDG Books?

A I help direct the editorial and marketing that goes on in our two business units, Dummies, Inc. and IDG Books Computer Publishing Group, which we call CPG. In addition to that, foreign rights and export sales report to me, as well as all of the back office functions, which include distribution, finance, IS, manufacturing, production and inventory control. I am here to help people manage their responsibilities, but we believe in a very strong delegation of decision making down to the manager level.

How long have you been with the company and what career path led you here?

I've been with IDG Books now for just over two years. What lead me to this company was John Kilcullen, who met me at an industry outing and started talking to me about the incredible success and the vision that the management team had for IDG Books. I was familiar with IDGB's success, since I was working for a competitor at the time, MIS Press and M&T Books in New York, where I served as publisher for three years. Before that, I spent eight years at Macmillan Publishing, starting as a financial analyst in the adult fiction/nonfiction business and working my way up to vice president of finance.

Could you briefly outline the history of IDG Books?

IDG Books was launched in 1990. We currently have 400-plus titles in print, and the company is organized into two business units: Dummies, Inc. and IDG Books' Computer Publishing Group (CPG). We currently (as of the end of September) have 320 employees. Our major product lines include *Dummies, Dummies 101, Dummies Quick References*, the *For Teachers* series, plus the Dummies business and general reference books, which include such titles as *Wine, Selling, Golf, Management* and *Law For Dummies*. On the CPG side we have our *SECRETS* brand, which is very strong and was one of the first major hits of IDG Books in 1991. We also have our *3D Visual Simplified* line, which is our four-color introductory line; the *Bibles* (our complete reference line); a line of Internet books called *Creating Cool*; and we also have an upcoming new introductory series called *Discover* for people new to computers.

Who do you consider to be your major competitors and how does IDG Books stack up against them?

On the computer books side we have many competitors including Sybex, MIS and M&T Press, Osborn/McGraw Hill, but Macmillan is our No. 1 competitor. They are about twice as large as we are, and they are a company that has been built over 20 years and has developed a very strong infrastructure. We are strong in brand and product and innovativeness on the marketing and selling side.

In terms of our trade book business, which is our business and general reference *Dummies* line, we compete with almost any major publishing house that anybody can think of: Wiley, Harper Collins, Addison Wesley, Dell. We'll compete with almost any publisher out there and publishers are starting to worry quite a bit about the direction that we're taking. When we enter a market, whether it be golf, fitness, study aids or business, we're taking a commanding market position, and other publishers are getting more and more leery. The proof in the pudding: in the coming months, two *Dummies* parodies are being published, endorsing the fact that the brand is so successful. Harper Collins is coming out with a book called *Real Life Dummies*, and another publisher is bringing out a book called *Byte Me!*, which spoofs our *Dummies* covers by using a skeleton's hand holding up a placard.

It seems to an outside observer that IDG Books' phenomenal success rests largely with the overwhelming success of its *...For Dummies* line. How long can this imprint go on? Do you envision being able to repeat this success with another imprint or will future growth rely on more diversified titles?

We feel very strongly that we need to create new brands, so on the CPG side of our business, we have created the new *Simplified* brand, which is a four-color introductory series that has sold extremely well and has become No. 1 in its category in the marketplace. We've also done the same thing with a new series called *Teach Yourself Visually*, which is again a four-color visual approach to learning. *SECRETS* has become another very strong brand and it will be repackaged and relaunched this year.

So we feel very strongly that we are going to continue to create new brands and that our ability to grow our business will come from two sources:

1) Continued evolution of the *Dummies* brand into many different products, as we've done already with the *Dummies Quick Reference Guides, Dummies 101 for Teachers*, and now a new series being launched next month called *For Parents and Kids*.

2) Continued risk-taking in launching new products and ideas.

What are the two or three biggest challenges facing IDG Books in FY97?

Well, 1997 is year two of a five-year plan that IDG Executive Committee has approved. Our challenges this year are:

- Continue to expand our channels of distribution.
- Solidify our infrastructure.
- Invest in new systems development.
- Hire high quality people that will fit into the IDG Books corporate culture.

IDG France Launches *Macworld* In *Golden's* Place

What's in a name? Apparently plenty if that name is *Macworld*. When the August issue of *Golden*, IDG France's Mac publication rolled off the presses, the book was third in a field of three. This month's issue — reborn as *Macworld France* and featuring enhanced editorial and a complete redesign — enjoyed newsstand sales equal to those of market leader *SVM Mac*.

Macworld
45 produits testés
Le Mac du futur
Retouche photo

Positioning the title as the local Macintosh authority and leveraging the *Macworld* brand — which is well-established throughout the world with 22 titles in its global product line — will have a significant impact on *Macworld*'s success, noted IDG France General Manager **Marc Bataillon**.

To propel the new title into the lead position, IDG France successfully lured editors-in-chief **Jean Philippe Dubrun** and **Felix Marciano** away from *SVM Mac*.

Macworld France's debut folio contained 203 pages of advertising, representing a 65% increase in ad sales over the September 1995 figures for *Golden*.

In addition to the positive reaction from advertisers, readers have embraced the new magazine, with newsstand sales doubling the September 1995 numbers for *Golden*.

IDG France capitalized on its presence at last month's Apple Expo in Paris — which attracted 119,000 Macintosh buyers — to formally introduce the title. IDG Chairman **Pat McGovern** and Macworld U.S. CEO **Colin Crawford** were on hand at the *Macworld France* booth and at the cocktail party IDG France hosted for advertisers.

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IDG FRANCE GENERAL MANAGER MARC BATAILLON (CENTER) *is flanked by IDG Chairman* ***Pat McGovern*** *and Macworld U.S. CEO* ***Colin Crawford*** *at Apple Expo, held in Paris last month. IDG France used the show as an opportunity to formally introduce Macworld France. Golden was the Mac title's predecessor.*

In the *Macworld France* lottery visitors took home a total of US$50,000 in Mac products and services donated by *Macworld* advertisers.

IDG France first launched *Golden* in 1984, but publishing was suspended until 1991. The magazine's 1995 audited circulation was 37,359, with a 70/30 newsstand/subscriber ratio.

For more information contact ***Catherine Chebat*** *at tel: 331-49-04-78-80; fax: 331-49-04-80-71; or via the Internet at: c.chebat@idg.geis.com.*

Publish Breaks Its Previous Revenue Record

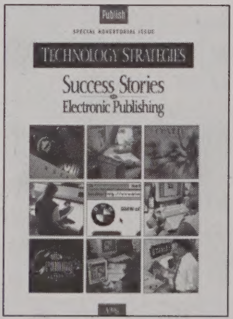
Publish started off its second decade of publishing on the right note, as the October issue beat all revenue records for the title. The issue was paired with a separate advertorial supplement, *Technology Strategies: Success Stories in Electronic Publishing*.

The October issue carried more than 160 ad pages and a combined folio of 240 pages, making it the biggest-ever issue of *Publish*.

"The entire team did a fantastic job launching us into the next 10 years," said President and Publisher **Gene Gable**. "If we can keep this momentum up, our 20th anniversary should be even more spectacular."

The record issue coincided with the Seybold electronic publishing expo held in San Francisco in early September. All subscribers received the advertorial, which was also polybagged with newsstand issues of *Publish*.

This is the third *Technology Strategies* advertorial that *Publish* has produced, and each of them has been highly profitable. Through case studies and "Technology Insight" articles, electronic publishing professionals share their strategies for solving their toughest graphic design, pre-press and printing problems. Advertisers in the high-end electronic publishing industry recommend their most innovative customers to be interviewed for the case studies and pay for those advertorial pages. Display ad space is also sold. The editorial content is created by writers independent of *Publish*, and the editor hired for the project has final say on the copy.



For more information on Technology Strategies, contact Associate Publisher ***Neil Versen*** *at tel: 415-978-3309, e-mail: nversen@publish.com.*

Job Opportunities
Monday, October 7, 1996

Graphic Designer, News (CW)
Computerworld is looking for a News Page Designer with at least 6 years of professional experience in an editorial environment. Working with writers and editors, you'll be developing effective page layouts as well as information graphics for our News and Technical sections. You'll need strong verbal and visual communication skills, as well as the technical knowledge to prepare conventional and electronic 4C files for printing. You need to be proficient in Freehand, Illustrator, Photoshop and Quark on the MAC. A strong editorial portfolio and degree in Graphic Design or demonstrated equivalent are required. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Photo Researcher/Editor (CW)
The photo researcher/editor is responsible for researching and editing images to meet editorial specifications. Responsibilities include development of photo specifications, researching photos using a wide variety of global sources such as stock/news agencies, corporate libraries, private collections, contracting with free-lance photographers and providing accurate caption information when necessary. Additional responsibilities include reviewing and editing photos with editors, obtaining permissions rights, negotiating usage fees within budget, trafficking of photos and the development and maintenance of an in-house photo library. Previous experience researching business and/or computer publications preferred. Photoshop and scanning in the Mac environment preferred. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Senior Editor, News Features (CW)
This is a senior reporting position that is focused on writing high-impact, page-one news features for Computerworld. Responsibilities include producing, roughly every 2-4 weeks, stories spanning a range of computer industry topics, including investigative work, in depth issues and trend pieces, and behind-the-scenes profiles of user companies or individuals. At least 5 years of reporting experience in the computer industry with demonstrated excellence in reporting and writing and a solid understanding of the needs of IS readers. Regular travel to user sites, user group meetings and industry conferences is required.
Location: Framingham, MA
Contact: M. Johnson, Fax: 508-875-8931, Phone: 508-879-0700, Email: -NA-

Staff/Senior Writer (CW)
The staff writer is responsible for producing quality news and technical section copy on a weekly basis and will be assigned to report and write several stories per week about user organizations, new product announcements, conferences and technical developments within the computer industry and computer user community. At least 2 years of professional journalism experience is required and experience within the computer journalism field is preferred. College degree required, preferably Journalism, English or Computer Science. Travel required. ***Location: Framingham, MA***
Contact: T. Keefe, Fax: 508-875-8931, Phone: 508-879-0700, Email: -NA-

Marketing Assistant (CW)
The selected candidate will assist the daily marketing functions with the Professional Development group. Responsibilities include database list transmittals, involvement with producing promotional materials and mailings and special projects as assigned. The ability to work in a fast-paced environment, PC literacy and attention to detail a must.
Location: Framingham, MA
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Advertising Sales Assistant (CW)
The individual in this position will provide support for all phases of the advertising sales process. The selected individual must be PC proficient with a working knowledge of Windows 95, Lotus Notes, and Lotus Smart Suite. Candidate must be able to work independently, prioritize, and have strong organizational and interpersonal skills. Ideal candidate is a goal oriented, independent, extremely organized individual who thrives in a very fast paced environment. This individual should possess a BA/BS, relevant experience, and a strong technical aptitude. Prior experience in advertising preferred.
Location: Rochelle Park, NJ
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

District Sales Manager (2) (CW)

Computerworld has two job opportunities for experienced, creative, and highly motivated sales individuals to sell multiple Computerworld products to major accounts and agencies. Candidates should possess a minimum of five years relevant sales experience within high tech, have a strong knowledge of our customer's business, and be PC proficient. ***Location: TX & GA***

Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Manager/Demographics Edition (CW)

Computerworld has a newly created position reporting to the Associate Publisher. Working with the ROP sales staff, this individual will be responsible for the overall leadership and strategic planning for the Demo Editions as well as marketing, sales, and sales support. Must have 10+ years related sales management experience. Successful candidate will be leadership-oriented, possess a thorough knowledge of the IT industry, have excellent communication and relationship-building skills.

Location: Framingham, MA

Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Sales Associate (CW)

The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Selected candidate's responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience, and a strong technological aptitude. ***Location: Burlingame, CA***

Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Client/Server Applications Developer (CW)

This person will join a team of application development professionals in the development of CareerAgent. CareerAgent is a web-based intelligent decision support system for skills assessment, skills gap analysis, career development, and training & education identification and acquisition. The person will be expected to provide the leadership needed to design and develop the graphical components of CareerAgent. At least 2 years in Web-based applications development including graphical design and development, web-based programming, user interface design, application architecture and infrastructure support.

Location: Framingham, MA

Contact: R. Wysocki, Fax: 508-875-3202, Phone: 508-820-8162, Email: robert_wysocki@cw.com

Help Desk Technician (CW)

Candidate must have an in depth knowledge of Windows95, MS-DOS, and Windows 3.1 with 1-2 years hands on PC end-user support. Must have experience on a network -- Novell Netware or Windows NT with an working knowledge of software packages supported by the Systems department, including Lotus Notes, Lotus SmartSuite'96 and Microsoft Office'95. This person should have excellent inter-personal and problem-solving skills, have the ability to work well as a team member, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. Although not required, Mac support experience is desirable. ***Location: Framingham, MA***

Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Presentation Assistant (IDG/IMS)

The individual in this position will be responsible for producing audio visual presentations for use by senior IDG Executives in top-level meetings and at major events. Qualified candidates will have extensive experience working with Persuasion, Photoshop, and a familiarity with Director. An eagerness to learn and strong communication skills are essential.

Location: San Francisco, CA

Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Web Designer (IDG/IMS)

This individual will create, edit, and maintain IDG Corporate's web-page content. Successful candidates will be detail oriented team players with experience in HTML programming and creative design skills. Experience with Photoshop, Illustrator, Director, and Freehand on the MAC is preferred. Publishing industry exposure and some experience with Perl, C, Visual Basic, Java or UNIX shell programs a plus. ***Location: San Francisco, CA***

Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Online Content Editor, GamePro Media Group (IFTW)

Responsibilities will include development of on-line editorial copy for GamePro Online. Position requires working knowledge of the computer/gaming industry. HTML applications and/or programming required. Must have excellent analytical, written and verbal communication skills. Website development a plus. Flexibility and eagerness to learn in a fast-paced team culture essential. ***Location: San Mateo, CA***

Contact: J. Fisher, Fax: 415-349-5279, Phone: 415-286-2591, Email: -NA-

Bookkeeper (ISG)

ISG has a position for a "full charge" bookkeeper. We require a minimum of five years experience with A/P, A/R, deposits, general ledger, and collections. Duties will also include back up on payroll (experience with ADP preferred). High tech background helpful. ***Location: San Mateo, CA***

Contact: C. Neumann, Fax: 415-312-7878, Phone: 415-312-0501, Email: human_resources@factory.net

Director of Circulation (PCW)

The Circulation Director will be responsible for formulating and managing all aspects of circulation for the On-line Group, including working with PCW and outside consultants to maintain and update a basic circulation model. Additional responsibilities are overseeing the development and execution of promotional strategies to build audience levels and other projects as assigned by the Publisher. ***Location: San Francisco, CA***

Contact: T. Gewecke, Fax: 415-974-7316, Phone: 415-978-3153, Email: thomas_gewecke@pcworld.com

Staff Editor (PCW)

Aggressively cover daily news about computer products and events. Write news features and trend stories. Minimum of one year reporting experience, preferably on a computer daily or weekly newspaper. Track record of meeting tight deadlines, excellent investigative reporting skills, and ability to write and communicate creatively. Ability to work well under and adhere to time sensitive ongoing deadlines. ***Location: San Francisco, CA***

Contact: Y. Li-Ron, Fax: 415-974-7316, Phone: 415-267-4587, Email: -NA-

Account Manager (PCW)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the Northern California territory. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation, and credit clearance. Must have prior sales experience in selling ad space for a computer publication with contacts in the computer industry. Proven track record. Excellent written and verbal communications skills and organization skills. ***Location: San Francisco, CA***

Contact: S. Laughlin, Fax: 415-974-7316, Phone: 415-978-3329, Email: scott_laughlin@pcworld.com

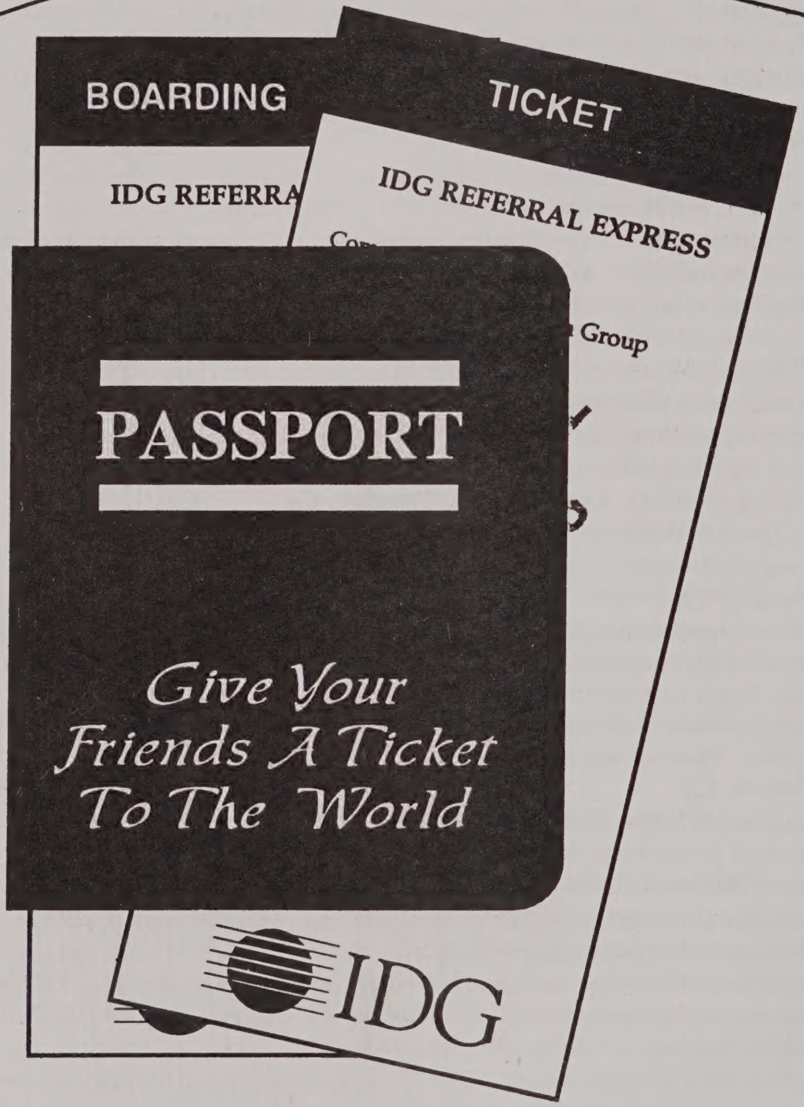
Associate Publisher/National Sales Manager (Publish)

High-level sales professional needed to head up all sales, research, and marketing operations for Publish magazine, the leading publication serving the electronic publishing marketplace. Supervise regional sales team, set sales strategies and marketing efforts, build key customer relationships and launch ancillary products as appropriate. San Francisco based operation provides great work environment, excellent support and top compensation. Position reports to the Publisher. Extensive travel and strong team-management skills required. ***Location: San Francisco, CA***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Look for the next complete listing of Job Opportunities on Monday, October 28, 1996!
Visit the IDG home page at www.idg.com for a complete list of job openings and descriptions!

Get involved in IDG's Employee Referral Bonus Program


BOARDING
TICKET
IDG REFERRA
IDG REFERRAL EXPRESS
Group
PASSPORT
Give Your Friends A Ticket To The World
IDG

Jump on the Referral Express and win a trip anywhere!

(Value up to $2,000)

Ref ExPress

CIRCULATION

continued from page 1

- How to sell subscriptions.
- How to increase renewals.
- Converting from controlled to paid circulation.
- Pricing for profit.

The agenda featured a mix of large-group discussions, presentations and small-group workshops. "The meeting proved valuable for people new to their positions as well as those who have worked in circulation for years," noted **Siri Herud**, director of the CW/IW GPSC. "The meeting evaluations clearly indicated that people found inspiration and ideas from listening to others facing similar challenges."

And while participants offered each other numerous tips and strategies for boosting circulation, the common denominator was quality. "The quality of the publication's editorial is the bottom line," noted Herud. "Attendees were unanimous in their belief that quality editorial is what drives circulation. It is very difficult to sell a bad product."

A SAMPLING OF SUGGESTIONS

Below is a sampling of the ideas and suggestions shared by participants at the recent CW/IW GPSC Circulation Function Meeting. *For more information contact Siri Herud by e-mail at: siri.herud@idg.no.*

- **GROUP SALES. Attempt to sell multiple subscriptions into large companies to reduce the number of readers on a distribution list. Point out the time lost when employees read the publication at work and the benefits of having it delivered directly to employees at home.**

- **INVOICING. Include two offers on your invoice: one for one year and one for two years. The two-year offer should be on the bottom. Most people tend to tear off the lower portion.**

- **LOYALTY PREMIUMS. Offer premiums of increasing value corresponding to the age of the subscription.**

- **COMMUNICATE WITH READERS. Send new subscribers a welcoming letter. Stay in regular touch throughout the year to develop a sense of loyalty among readership. IDG Sweden has begun a program of contacting one or two readers each week by telephone to ask a series of questions about their opinion of the newspaper. The reader feels valued and the editorial department gets useful information about reader needs.**

- **TELEMARKETING. Invest in telemarketing. Although it is an expensive way to sell, it has proved effective in most countries. Give telemarketing staff appropriate training; consider using commission-based compensation plans.**

IDG BRAZIL CONVINCES ADVERTISERS TO UNDERWRITE SUBSCRIPTION CAMPAIGN

IDG Brazil has hit upon a way to include a subscription offer insert in its publications, boost circulation and provide a unique way for advertisers to reach IDG readers — all at little cost to the company.

Recently, IDG Brazil began running an insert in each of its publications — *Computerworld*, *PC World*, *Publish*, *Macworld* and *Connections* (recently renamed *Network World)* — offering readers a chance to become subscribers. The full-page insert contains a subscription offer on one side and the other side is sold to an advertiser. The first client, a software distributor with a chain of retail outlets, was so happy with the results, it opted to purchase the space for three more months. Several other advertisers have also chosen to run ads on the back of the insert.

In addition to helping defray the cost of producing the insert, running an ad on the offer actually sells more subscriptions, said Vicente Tardin who, along with Diter Stein, manages circulation promotion and marketing services for IDG Brazil. "It seems that readers tend to keep the insert in order to analyze the ad, and there is a rub off effect that benefits both IDG and the client."

COMPUTERWORLD

PC WORLD
IMPRESSORAS

CONNECTIONS
USUÁRIOS

MARINO

continued from page 1

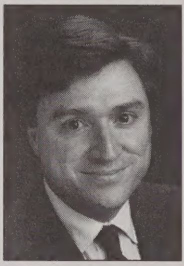
ment influencers grew faster than any of its closest competitors, according to Intelliquest CIMS v3.0, a nationally syndicated study of the media habits of computer buyers.

Marino was one of the first publishers in the computer press to partner with leading consumer magazine publishers to deliver information about computers to new audiences and provide PC product advertisers targeted access to important emerging markets. The magazine's partnerships have included *Newsweek*, *Child* and most recently, *Family Circle*.

Prior to joining IDG, Marino worked for Ziff-Davis Publishing, where he managed the *PC Magazine* sales staff. He was also senior vice president of advertising and marketing at ABC/Cap Cities Publishing and worked for Harcourt/Brace/Javanovich.

NOTEWORTHY

PROMOTIONS


VITO

FCW Government Technology Group, Inc., of Falls Church, Va., recently announced three major promotions. **Steve Vito**, previously associate publisher of *Federal Computer Week*, has been named publisher. Steve's IDG career dates back to 1987, when he was the publisher of *PC Resource* in Peterborough, N.H. After a stint at *Byte* magazine as vice president/associate publisher, he returned to IDG in 1992 as vice president/national accounts at InfoWorld. Steve later served as vice president/advertising director for *InfoWorld Direct* before joining *FCW* as associate publisher in September 1994.

"Steve came up to speed quickly in a complex market that demands an understanding of how it buys as much as what it buys," said **Edith Holmes**, President and CEO of FCW Government Technology Group, Inc. "In his two years with *FCW*, he has brought a discipline and a creativity to our sales and marketing organization that have helped us break all previous financial and market share targets. Today, *Federal Computer Week* is the leader in advertising pages with more than 54% of the market. We have traded places with our primary competitor, and Steve has played a primary role in that achievement."

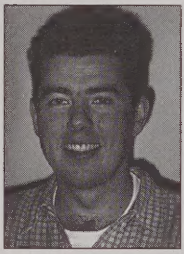
Joan Daly, previously director of strategic accounts at *Federal Computer Week*, has been named associate publisher of *FCW*'s newly expanded editorial supplement, *Government Best Buys*. An IDG veteran since 1983, Joan has held a variety of sales positions with *Computerworld*, *Network World* and IDG International Marketing Services. "Joan has done a superb job since coming to *FCW* two years ago," said Steve Vito. "Now that she can focus her attention on *Government Best Buys*, I'm confident this product will continue its momentum and become a most significant contributor to our financial results."

Four-year *Federal Computer Week* veteran **Tony Calamaro**, most recently director of sales, has been promoted to associate publisher/sales. "From his start date here Tony has brought experience and professionalism to our sales effort," said Steve Vito. "And the results speak for themselves: both ad revenue and market share have grown dramatically under Tony's leadership."

NEW EMPLOYEES

CRANNA

IDC U.K. welcomes two new employees. **Michael Cranna**, program manager for the European IT Markets Center, has worked as a research/IT consultant for a variety of firms since moving to the U.K. eight years ago. A native of New Zealand, Michael studied politics and sociology at Waikato University. He enjoys playing tennis, squash and badminton and following the All Blacks rugby team with great fervor.


DOYLE

Andy Doyle holds the new post of European IT Markets research analyst. He was formerly with Coopers & Lybrand's management consultancy practice as a researcher on telecommunications projects. Originally from Glasgow, Andy has a B.A. in English literature and language from the University of Hull. In his free time, he enjoys playing soccer and is a fan of the Glasgow Celtic squad.

▪ ▪ ▪ ▪ ▪ ▪ ▪

There are a number of new faces at Network World. **Susan Rastellini** is managing Northwest ad sales for Network World Fusion, NW's online extension. She most recently worked as an account manager at *Byte* magazine. Susan has a B.A. in English from Bucknell University and lists among her interests rollerblading, wine tasting and fundraising for the charitable activities of the Junior League of San Jose .

Finance/Operations Specialist **Betty Amaro** is working with NW's Professional Development Group. A recent graduate of the University of Rhode Island with a B.S. in business administration, Betty enjoys playing volleyball and spending time with her friends.

Web Operations Specialist **Pamela Kerensky** spent the past two years as an administrative assistant at Berklee College of Music, from which she earned a bachelor's degree in professional music/electric bass. In addition to moonlighting as a freelance electric bass player in the Boston area, Pamela creates Web pages and is the author of *Music Business Resources On the Web*, a guide for amateur and professional musicians.

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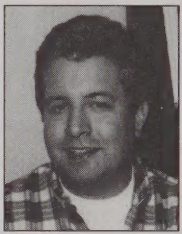

KELLIE DUNCAN

BUTLER

Mark Butler has signed on at IDG Books Midwest as acquisitions editor for Dummies Trade Press. He previously held a similar post for Irwin Professional Publishing. Mark has a B.A. in marketing from Kansas State University and spends his free time mountain biking, playing the guitar and collecting an eclectic mix of vinyl records.

TRANSFERS

Amy Doan, formerly senior national accounts analyst for IDG Marketing Services, has joined *InfoWorld* as a reporter covering messaging and remote access. A graduate of the University of California/Berkeley with a B.A. in English, Amy enjoys in-line skating, writing short stories and the theater.

CHECK OUT IDG CENTRAL AT HTTP://GLOBALIDG.COM

IDG Global Communications encourages employees to check out IDG's newest internal, company-wide resource, IDG Central.

Available on both Lotus Notes and the World Wide Web (http://globalidg.com), IDG Central is a collection of databases including World Update Online, IDG Human Resources and the IDG News Service, as well as an employee discussion forum.

The site is accessible with a password employees can get by sending an e-mail to: globalcomm@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS

Len Rust - IDC Australia

FOURTEEN YEARS

Ruben Argento - IDG Argentina

THIRTEEN YEARS

Mary Doyle - Computerworld

TWELVE YEARS

Charles Babcock - Computerworld
Melvyn Bennett - IDG Hong Kong

ELEVEN YEARS

Carol Spach - CIO

NINE YEARS

Martha Stephens - IDG

EIGHT YEARS

Elaine Ouellette - IDG
Terrence Jones - IDG
Elizabeth Buma - IDG

SEVEN YEARS

Shirley Sweeney - IDG
Luanne Kiley - PC World
Peggy Hennessy - Computerworld
Gisela Nerke - IDG Germany
Marco Tennyson - IDG Italy
Francisco Rodriguez - IDG Spain

SIX YEARS

Tom Quinlan - InfoWorld
Jennifer Rizzo - IDG Marketing Services
Lori Beth Sadewitz - CIO
Julie Savage - FCW Govt. Tech. Group
Nancy Whittaker - Computerworld

FIVE YEARS

Martin LaMonica - InfoWorld
Christine McGovern - Computerworld
Enrique Vargas - IDG Mexico

FOUR YEARS

Dawn Kezer - InfoWorld
Terry Sanders-Prentice - Network World
Lily Chan - Macworld
Renate Sänger-Ott - IDG Germany

THREE YEARS

Peter Mayer - InfoWorld
Claude Garbarino - Computerworld
Michelle Reeves - Computerworld
Clayton Haberman - Macworld
Hassan Meddah - IDG France
Paul Curthoys - Infotainment World

TWO YEARS

Joan Song - IDG Singapore
Colleen Molnar - InfoWorld
Lisa Sergi - InfoWorld
Frances Vinson - FCW Govt. Tech.
Melanie Edwards - IMS
Scott Fields - IDG Newsletters
Julie Ann McGill - IDG
Peter Fabris - CIO
Brian Robinson - FCW Govt. Tech.
James Pile - IDG Newsletters
Mary Morris - IDG
Darren Allan - IDG Media
Tony Allen - IDG Media
Christine Aspin - IDG Media
Paul Austin - IDG Media
Mike Bailey - IDG Media
Emma Barr - IDG Media
Ian Bloomfield - IDG Media
Justine Bowden - IDG Media
Lisa Bracewell - IDG Media
Eddie Burke - IDG Media
Alan Capper - IDG Media
Judith Chapman - IDG Media
Sandra Childs - IDG Media
Joanne Clifford - IDG Media
Margaret Clowes - IDG Media
Jim Eagers - IDG Media
Darren Evans - IDG Media
Duncan Evans - IDG Media
Terry Finegan - IDG Media
Mark Forbes - IDG Media
Tina Hackett - IDG Media
Fiona Howarth - IDG Media
Lionel Hunter - IDG Media
Neil Jackson - IDG Media
Alan Jones - IDG Media
Neil Jones - IDG Media
Angela Joynson - IDG Media
Marc Keating - IDG Media
Tim Leckey - IDG Media
Alex Lee - IDG Media
Gareth Lofthouse - IDG Media
Wendy Lomas - IDG Media
Jenny Maddock - IDG Media
Jonathon Maddock - IDG Media
David Matthewman - IDG Media
Claire Mawdsley - IDG Media
Sue McCarthy - IDG Media
Alan McLachlan - IDG Media
Paul McNally - IDG Media
Steve McNally - IDG Media
Daniel Meakin - IDG Media
Nic Moran - IDG Media
Barbara Newall - IDG Media
Mark Nolan - IDG Media
Chris Norman - IDG Media
Jane Normington - IDG Media
Lisa Jo Oliver - IDG Media
Graham Parry - IDG Media
Christine Perring - IDG Media
Adam Phillips - IDG Media
Lyn Philpott - IDG Media
Paul Richardson - IDG Media
Paul Roundell - IDG Media
Gary Russell - IDG Media
Will Sargent - IDG Media
Andy Sharp - IDG Media
Jason Sharples - IDG Media
Andy Shaw - IDG Media
Pam Shore - IDG Media
Dave Stewart - IDG Media
Andy Teague - IDG Media
Terry Thiele - IDG Media
Linda Thomas - IDG Media
Malcolm Thorley - IDG Media
Pam Turnball - IDG Media
Roland Waddilove - IDG Media
Darren Whitemen - IDG Media
Debbie Whitham - IDG Media
Robin Wilkinson - IDG Media
Wayne Williams - IDG Media
Adrian Worrall - IDG Media
David Wren - IDG Media
Denise Wright - IDG Media
Karen Wright - IDG Media
Lori Boiardi - Computerworld
Terry Gering - Infotainment World

ONE YEAR

Harue Inoue - IDG Japan
Yasuhiro Watanabe - IDG Japan
Doug Griffiths - IDG New Zealand
Ivan Seres - IDG Hungary
Balazs Spanyik - IDG Hungary
Guido Sieber - IDG Germany
Anja Müller - IDG Germany
Thomas Kratzer - IDG Germany
Heidi Schwab - IDG Germany
Luca Bastia - IDG Italy
Karen Battley - IMS/EMEA
Louise Elliker - IMS/EMEA
Laura Ferrero - IDG Spain
Dolores Clavero - IDG Spain
Sara Barnes - InfoWorld
Bryan Chua - InfoWorld
Roger Frey - InfoWorld
Mary Andrews - IDG
Hana Barker - CIO
Sandra Hughey - CIO

CELEBRATING 25

Eileen O'Brien

HOME: Ashland, Mass.

TITLE: Director of IDC's Terminals Program

JOINED IDC: In 1971 as a secretary.

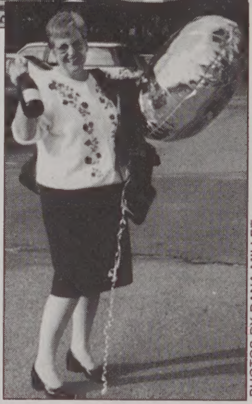
CLAIMS TO FAME: Been with IDC longer than any other employee except **Pat McGovern**; have worked during the tenure of every IDC president to date.

WHAT'S IT LIKE TO BE THE LONGEST SURVIVING IDC EMPLOYEE? Painful! No, not really. I know it's unusual for one person to stay with a company this long. But, I feel like I've worked for a series of companies; IDC has changed so much.

WHAT BROUGHT YOU TO IDC? I was just out of college and didn't want to take a job in the field I had studied in. I lived in Newton, where IDG was at the time. I could type, and I could walk to work, so I took the job! I didn't have any computer background. There weren't any PCs back then, and not much of a computer industry per se.

WHAT WAS IDC LIKE IN THE EARLY DAYS? There were just a handful of people back then. Whatever needed to be done, we all did. I remember one time that everyone, Pat included, sat in a hallway until the wee hours of the morning collating binders for a briefing session. Pat had a ship's bell outside his office, and whenever we sold anything (and we didn't have much to sell back then!) he'd ring the bell and we'd go across the street to Star Market and buy something to celebrate with. A six-pack or, if was a big sale, a nice bottle of wine.

TOP RIGHT: ***Eileen O'Brien*** *gets some help packing up her gifts from IDC colleague* ***Ricky Finlay*** *(left) and former IDC employee Roger Allen at the 25th anniversary party IDC held for her in August.*



AT RIGHT: *After the party, Eileen departs for home toting a wooden clock, a bottle of bubbly and a poem commemorating her long years of service that was written by IDC's* ***John Gantz*** *and titled — with apologies to Samuel Taylor Coleridge — "Rime of the Ancient Analyst."*

PHOTOS BY DANA MILLER

HOW DID YOUR CAREER PROGRESS? I was hired by Bill Leitch and did a number of administrative jobs for different people. I looked around one day and realized we had a lot of people who had funky degrees like I did, and they were analysts, so I became an analyst. I first worked in the Corporate Planning Service. We weren't segmented by technology back then; I was a generalist. I moved up the ranks to senior analyst and finally director. I've done so many different jobs that when anyone asks me what year I did some project I just make something up!

BEST PART OF BEING AT IDC? The diversification of what I've done, the opportunity to grow and prosper, and the chance to work with and meet wonderful people.

HOW MANY MORE YEARS OF SERVICE ARE AHEAD? I refuse to answer on the grounds it may incriminate me!

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 26, Number 42

October 14, 1996

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Information Superhighway Summit/Asia Addresses Region's Growth

The Information Superhighway Summit (ISS) made its Asian debut Sept. 2-5 at Singapore's Raffles Convention Center.

A collaboration between IDG Singapore's Exhibition and Conference Division and IDG World Expo Asia, the show was the first of its kind in the region and designed to address the enormous task of creating a regional and global IT infrastructure.

I
Information Superhighway Summit Asia
i
September 2-5, 1996
Raffles City
Convention Centre
Singapore

According to IDC data, the Asian region will become the world's biggest consumer of IT within the next five years.

Conference platforms, tutorials, case studies and panel discussions explored the commercial, social, political, economic and legal aspects involved in establishing and managing the Asia-Pacific region's information infrastructure as well as a worldwide system of information highways.

Technologies discussed included ATMs, wireless LANs, information security, groupware, cable modem, the

• CONTINUED PAGE 5 •

IDC's European IT Forum Targets Internet Issues

IDC SENIOR VICE PRESIDENT JOHN GANTZ (LEFT) CHAIRED THE IT FORUM SESSION *"The PC, the Network and the Internet: The Debate over the 'Internet Applicance'" that featured Oracle CEO Larry Ellison (right) and Microsoft Chairman and CEO Bill Gates.*

The sixth European IT Forum, *Visions of the Information Society*, tackled a range of pressing issues, including challenges raised by the Internet revolution, opportunities created by the "wired consumer," the impact of networked computing on the corporation and the demands created by a European market increasingly linked to the global IT market. Held Sept. 15-17 in Paris, the IDC-sponsored event drew 999 delegates, the most ever for the annual IT Forum.

Keynote addresses by some of the leading names in the IT industry alternated with breakout sessions featuring 13 IDC analysts from the U.S. and Europe. Industry notables included Jim Clark, chairman of Netscape; Scott McNealy, CEO of Sun Microsystems; Keith Todd, CEO of ICL; Gerhard Schulmeyer, CEO of Siemens Nixdorf; and Rick Belluzzo, executive vice president of Hewlett-Packard. Microsoft Chairman and CEO Bill Gates and Oracle CEO Larry Ellison reprised their 1995 IT Forum debate over Internet appliances (see sidebar).

IDG Chairman **Pat McGovern** delivered the conference's opening remarks

• CONTINUED PAGE 4 •

IN BRIEF

China Computerworld Hosts Client-Server Conference

DATABASE/CLIENT-SERVER CONFERENCE CHINA '96
Sponsors:
Organizers:
Supported by:

CW CLIENT/SERVER *Journal Editor-in-Chief* ***Alan Alper*** *delivers the keynote.*

China Computerworld recently teamed up with InfoEX World Services Ltd. to host the Database/Client-Server China '96 Conference. The three-day conference, held in Beijing, attracted close to 800 people representing a number of government ministries and educational institutions as well as China's emerging private enterprise sector. The conference was sponsored by the Technology Information Research Institute, China's Ministry of Electronics Industry and the State Information Center.

On hand to deliver the keynote address was *Computerworld Client/Server Journal* Editor-in-Chief **Alan Alper**. Alper discussed the history and future of client/server computing from both a business and technology perspective.

Alper said he was impressed by the very sophisticated questions and perspectives sought by the attendees. "The attendees seemed charged up over the possibilities of building client/server systems from the ground up," Alper said. "Fortunately, they have minimal legacy systems baggage and can build new distributed systems with leading-edge hardware, software and networking gear."

Alper, whose speech was translated into Mandarin by an interpreter, did note one unanticipated glitch. "I had prepared one hour's worth of material," he said, "but no one told me that each English word is the equivalent of at least three words in Mandarin and many English words having to do with technology require even more words to translate. So for each 30 seconds of my talk, it took the interpreter almost two minutes to translate. I had to do a lot of editing on the fly!" 🖳

Technology Salon Facilitates Entrepreneurial Exchanges

BOB METCALFE (LEFT) AND IDG CHAIRMAN PAT McGOVERN *listen to a would-be future Fortune 500 executive deliver his pitch.*

"It's a gritty experience. People don't talk about high-minded stuff. They talk about their business and why it's cool." That's IDG Vice President of Technology **Bob Metcalfe**'s description of the Entrepreneurs Salon he hosted last month at his Boston home.

Billed as an informal evening of conversation about the Internet, software and media ventures, the invitation-only gathering's intent was to let a group of people with no particular agenda brainstorm and network.

The 50 attendees included a mix of experienced as well as up-and-coming Boston-area software and media entrepreneurs, venture capitalists, ad executives, IDG executives and MIT representatives.

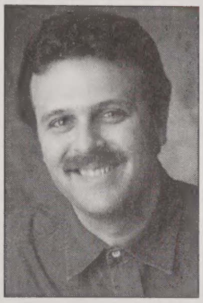
In addition to conversation, product demos were par for the course. People wandered by the media room's video projector and showed off their Web pages and software products.

Metcalfe said he tries to accomplish a number of things during the technology-related salons, which he hosts periodically. "The main idea is that new companies are the lifeblood of everything, including IDG. One major purpose is to mentor these young entrepreneurs." To that end, IDG Chairman **Pat McGovern** talked about his experiences in building a global enterprise and stressed the importance of talking to customers, retaining good people, and securing financing.

Exposing IDG to new ideas, fundraising a bit for MIT (to which McGovern and Metcalfe have close ties) and getting some fodder for his *InfoWorld* column are some of Metcalfe's other motives for hosting the sessions.

While there's no set agenda for the salons, Metcalfe said he always puts forth one expectation at the beginning of the evening: "I hope some idea or business card will be passed around tonight that will lead eventually to the founding of a Fortune 500 company." 🖳

ON LINE



STEVE BERKOWITZ

The chief operating officer and publisher of IDG Books Worldwide is this week's guest columnist. Part 1 of his column appeared on October 7.

Q An obvious difference between magazine and book publishing is the lack of ad sales in the latter. What are some of the other major differences between the two media?

A One of the major differences between magazine and book publishing is that our books take a lot longer to write. A book can take anywhere from three months to 12 months to write. In addition, we're an after-market publisher, which means that our business is based on the success of the subject and then people buying our product, not ad revenue. So we have to be very careful about the topics we choose to publish, because sometimes we get ahead of the curve in terms of what is accepted in new technology. Other times we may be behind the curve, because we don't see the accepted technology fast enough. So our editorial and distribution challenges can be very different.

Also, from a financial perspective it is very different. Inventory and cost of goods are a major part of our financial structure, as are the royalties that we pay our authors. We also have a business strategy that requires "investment in product precedes the revenue that is created." We're also dealing with a very fickle retail marketplace.

How do you come up with ideas for new titles and what is the process from idea to book? Do you ever get ideas from colleagues at other IDG business units?

Our ideas come from our acquisitions editors, our employees, our customers and colleagues at IDG. We encourage anyone who has an idea for a book to get together with our acquisitions editors to discuss that opportunity, to e-mail them, to go over the Internet, etc. We look everywhere. We go to shows, we surf the 'net, we read trade journals; but our business is built as much on identifying a subject area to publish into, as it is on identifying a series that we can target to a consumer. So there's the challenge of identifying a topic, and then there's the challenge of delivering the message to that consumer in the way that he or she needs to have it delivered.

On the trade side, the way we identify topics is by walking into a bookstore, looking at the many categories that the bookstore carries and asking ourselves how we can become No. 1 in all of those categories. Then we prioritize those categories by opportunity and we launch a lead product, like we did with *Personal Finance*. When that title is successful, we then branch it out into its subset, in this case *Mutual Funds, Investing, Taxes, Home Selling, Home Buying, Real Estate* and *Retirement Planning*. So we attack the category with a general topic, and then we branch it out into subsets based on the success of the lead book.

What is the all-time No. 1 best-selling book of any IDG Books title?

Windows for Dummies in all of its multiple editions: *Windows 3.1*, *Windows 3.11* and *Windows 95*.

IDG Books Worldwide began by publishing only IT-related titles. Now you have a very successful general reference group in Chicago that publishes everything but. To what extent do you see the company's future growth relying on the expansion of this non-IT-related publishing division?

We look at our business as an information business, not an information technology business. We believe that the trade business will grow to be at least one-third of a $250 million business by the year 2000. We believe that non-technology will at a certain point be larger than the technology business. The trade marketplace can sustain more titles because of the limited publishing opportunities on the technology side.

In addition to that, we look at ourselves as a source of information for people. So whatever subject people are challenged by, we should be publishing in that area either in book form, on the Internet or whatever media the consumer wants the content in. We are a content provider, and our mission is to provide content to the people who have a need to know.

To what do you attribute the overwhelming success of IDG Books?

Our people, our innovative style and IDG's 10 corporate values. Two of the key values are "Staying close to your customer," and "Respecting the dignity of each individual." We're a company of people, and people are what drive the products and in turn drive the sales. So I think we can attribute the overwhelming success of IDG Books to our ability to think outside the box; our ability to attract and empower people to make decisions; our ability to focus on our customers and take a very contrarian attitude to what the marketplace needs and what the marketplace wants. We look to our customers to help us publish. We look to ourselves to develop a differnt style of delivery of that information. Both the *Dummies* and *Simplified* series deliver the information to the reader in different ways than anyone else has.

- **Do you have a question for the executives who take turns writing for the "On line" column? (Questions will be forwarded anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you read in this newsletter?**

If so, we want to hear from you. Contact us via e-mail at: world_update@idg.com.

THE DEBATE OVER THE "INTERNET APPLIANCE" CONTINUES

As the Internet continues to enlarge its sphere of influence in the business and consumer worlds, the IT industry is increasingly focusing on how users access this resource. The concept of Internet-specific devices, which range in price from $299 to $800 and require little local storage and minimum software, has generated much discussion.

One of the more talked-about sessions at the European IT Forum had Microsoft Chairman and CEO Bill Gates and Oracle CEO Larry Ellison debating the merits of the PC vs. the network computer. The two began their debate at last year's IT Forum with widely opposing views, with Ellison championing the inexpensive "Internet appliance" and Gates projecting that users will always want resources locally, at the desktop.

At this year's IT Forum, while each still defended his own premise, several of their points were similar. Both stressed management of computers from networks and the fact that both kinds of machines need to be communications devices.

According to IDC forecasts, by the end of 1996, there will be 30 million devices attached to the World Wide Web across the world, growing to 233 million devices by the year 2000. The term "devices" covers a range of machines: PCs, Internet PCs, network computers, Internet terminals, set-top boxes, and digital interactive consumer electronics.

IT FORUM

continued from page 1

and later chaired a session on the convergence of publishing groups, telecommunications carriers and cable television operators. He emphasized that businesses that keep the customer relationship as their focus will prosper in this evolving environment. He also predicted that in the future, the PC as it is known today will not be the device that "wired consumers" will use the most.

The press presence at the IT Forum was hard to miss, with 122 scribes and videographers milling about. The Public Broadcasting Service interviewed a host of IDG and IDC executives and analysts for the U.S. television program *The Computer Chronicles*, scheduled to be broadcast on Oct. 22.

Logistics for the IT Forum were in the hands of **Myriam de Greef**, country manager of IDC Belgium; European IT Forum Marketing Assistant **Margaret Bryson-Skates**; and Conference Assistant **Florence Baurain**.

Gerardine McKeon (IDC U.K.) managed the accounting and assisted at the conference, and European Marketing Manager **Meryl Salter** (IDC U.K.) and Press Relations Manager **Hillary DeMello** (IDC U.S.) handled public relations and press attendance in conjuction with an external firm.

At the Forum, registration and other administrative tasks were carried out by **Stefania Basanisi**, **Alessandra Mosconi** and **Daniela Toson** (IDC Italy), **Irene Ford** (IDC U.K.) and **Marie France** (IDC Benelux).

A multimedia CD-ROM of the IT Forum is being produced from the conference's videotapes and will be sent to all Forum attendees. Additional copies can be ordered for $500 each. For more information contact:
Myriam de Greef, IDC Benelux, Avenue Emile de Beco 86, 1050 Brussels
Belgium, tel: 32-2-646-9884, fax: 32-2-646-10023

IDC Statistics Abound at European IT Forum

With a dozen IDC-led breakout sessions at the European IT Forum in Paris last month, market research figures flew fast and furiously. Among the data that IDC analysts dispensed during the Forum were the following:

- The U.S. will continue to be the dominant user of the Web, although the rest of the world will increase its usage at a faster rate and therefore close the gap. In 1995, the U.S. accounted for nearly 80% of the 12.6 million devices attached to the Web. By 2000, it will account for 50% of the 138.3 million devices.

- Worlwide IT consumption was $531 billion in 1995.

- Forecast for the number of Universal Resource Locators (URLs) on the Web, in millions, by the end of each year:

1995	18.0
1996	71.9
1997	268.1
1998	501.7
1999	805.2
2000	1,411.9

OVERHEARD AT THE IT FORUM

"Do you put your money in your mattress or in a bank? Whoever heard of anyone losing money because a bank burned down?"
- Sun Microsystems CEO Scott McNealy on the security of a network data bank.

■ ■ ■ ■ ■

"I don't believe the killer app is browsing the Web. The killer app is e-mail."
- Oracle CEO Larry Ellison

Job Opportunities
Monday, October 14, 1996

District Sales Manager (NW)

The District Sales Manager will be responsible for growing existing accounts and selling new ad schedules to clients and ad agencies in the NJ and NY region. Duties include: selling advertising into the Network World product line (weekly newspaper [Network World] and monthly magazine [IntraNet], on-line ad sales seminar sponsorships, etc.); canvass territory scheduling appointments; conducting sales interviews and presentations; and writing follow-up letters. Excellent communication (both verbal and written), sales, and closing skills desired. Must be well organized, motivated, and creative. Knowledge of Macintosh (ACT, Excel, PowerPoint) and Internet facile desired. Knowledge of both the technology and telecommunications industry a plus. This position will work from Rochelle Park, NJ and report to the Eastern Sales Manager. ***Location: Rochelle Park, NJ***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

District Sales Manager (CW)

Computerworld is seeking an individual to join its sales team in Waltham. This person will create effective sales strategies, pursue all advertising opportunities selling all Computerworld products, manage all aspects of our relationships with advertisers to cultivate a targeted territory of emerging growth companies to ensure CW's growth and meet advertising revenue goals for the Eastern Region. This position requires a minimum of five years related advertising sales experience, preferably in the high-tech industry as well as demonstrated closing and creative problem solving skills, the ability to work with a highly interactive team process to achieve maximum results, and excellent communication and organizational skills. Travel required. ***Location: Waltham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Manager of Software Development (CW)

Reporting to the VP of IS, the Manager of Software Development will be responsible for the planning, specification, project management, and implementation of all Computerworld software products and services. You will work in collaboration with Information Management and Research, Information Systems, New Media Services, CareerAgent, and other Computerworld departments to ensure the highest quality in software development projects. Knowledge of client/server applications, Lotus Notes Development, WWW concepts, Data Base Management Systems, Large-scale databases, Visual Basic, and Windows NT is required. Experience with C/C++, HTML and CGI/Perl, Microsoft Project, automated testing systems, and source code control systems is highly desirable. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Programmer Analyst (CW)

Computerworld is looking for a Programmer Analyst with 1-2 years of FoxPro, version 2.6 or earlier, or DBase programming experience. Responsibilities include database management, database maintenance, database conversion and quality assurance. Ability to work in a fast-paced, deadline and customer service oriented environment a must. The selected candidate will be able to work independently, have strong planning and multitasking abilities, problem solving skills and be able to work well with other individuals and inter-departmental teams. Microsoft Visual Basic and Microsoft Access skills a plus. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Copy Editor, Second Shift (IDC)

Primary responsibilities are copy editing of high-tech newsletters and reports, both on hard copy and on-line. The copy editor edits text, checks calculations on tables and figures, develops charts and graphs based on data provided, and works closely with authors. The copy editor also writes document descriptions and keywords. Strong editing and proofreading skills required. Knowledge of latest versions of Word and Excel required. Experience working with charts, graphs, and tabular data is essential, as are exhaustive attention to detail and the ability to keep many jobs moving at once. The ideal candidate will have 2-4 years editing experience in a high-volume environment. BA/BS preferred. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Applications Development Specialist (IDC)

The individual in this position will use their abilities as a team player to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. Must have at least 3 years experience developing client server applications in mission critical contexts; experience with Visual Basic, Powerbuilder, SQL; and experience with structured design, testing and documentation methods are required. Experience with MS SQL Server environments customer information systems, Lotus Notes desirable. The ability to work with end-users to develop requirements and provide solutions rapidly will be a key to success in this position. Experience with API level coding of communication and data access protocols a plus. BS in Computer Science or related field required. ***Location: Framingham, MA***
Contact: D. Miller; Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Database Administrator (IDC)

We need a special individual who combines strong interpersonal and team skills with first class technical abilities. The selected candidate will use their abilities as a team player to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. On the technical side, we are looking for a DBA with at least 3 years dedicated experience in relational database environments with primary responsibility for conceptual and physical design. E-R modeling, Transact-SQL, development and testing of stored procedures, triggers, etc. Extensive experience with MS-SQL Server is essential. Deployment of multiple mission-critical client server applications in a WAN environment will be a key to being selected. Experience integrating relational systems with Lotus Notes a plus. BS in Computer Science or related field required. ***Location: Framingham, MA***
Contact: D. Miller; Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Proofreader (2) (IDC)

Primary responsibilities are proofreading formatted versions of newsletters and reports vs. original submissions; checking final changes vs. earlier versions; and ensuring that all publications meet house standards for format and editorial quality. Experience working with charts, graphs, and tabular data is essential, as are exhaustive attention to detail and the ability to keep many jobs moving at once. Knowledge of publication layout and typography helpful; knowledge of latest versions of Word and Excel essential. The ideal candidate will have one to three years experience proofreading in a high-volume environment. Bachelor's degree preferred.
Location: Framingham, MA
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Analyst Liaison (IDC)

Primary responsibilities involve working with members of Publications department and researchers/authors to make sure that publications are submitted for production completely, correctly, and with minimal rework needed. Meet with new analysts to present an overview of publications process and explain submission requirements. Solid command of latest version of MS Word and Excel required; experience working with charts, graphs, and tabular data essential. Excellent customer service and tutoring skills needed. Exhaustive attention to detail, strong software skills, and the ability to keep many jobs moving at once are critical. The ideal candidate will have one to three years experience in a high-volume publishing environment. BA/BS preferred.
Location: Framingham, MA
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Desktop Publishing Specialist (IDC)

The individual in this position will be responsible for formatting IDC documents using MS Word IDC Template; creating charts using DeltaGraph; creating illustrations using Adobe Illustrator; scanning and preparing art files using Adobe Photoshop. Must have a knowledge of proofreading marks and have a background in page composition. Must have experience in Windows95 and MS Word. Knowledge of Excel and both PC and Mac platforms a plus. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Temporary Positions (IDG)

We are recruiting for temporary administrative help to be part of our in-house Temporary Pool - TempWorld. This temp pool will be serving business units in the Framingham, MA area. Responsibilities include: data entry, customer service, answering phones, putting together mailings, filing, faxing, and other administrative duties as needed. Excellent organizational and communication skills a must. Experience with Microsoft Office products and Lotus Notes preferred. ***Assignments will be located in Framingham, MA.***
Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

Acquisitions Manager (IDG/B)

Responsible for implementation and maintenance of acquisitions program, staff and author/vendor relationships for book product. Find new authors and bring into the Dummies Fold. Work with publishing team on strategy for new products. Supervise Book Acquisitions Editor(s), ensure coordination between product lines and manage key authors. Requires a college degree with 4-6 years experience. Must have management experience, experience in acquisitions position with author acquisition responsibility and high volume or start-up company. Computer product/trade experience a plus. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Graphics and Production Specialist (IDG/B)

Will consistently and accurately merge prepared text and graphics into complete pages according to the editorial and production guidelines. Assist in design or redesign of new and existing books, correct errors in graphics, compile indexes and table of contents. Should have thorough knowledge of Adobe PageMaker and QuarkXpress with working knowledge of Macromedia Freehand, Adobe Photoshop and Microsoft Word. Must be Apple Macintosh literate. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

System Analyst (IDG/B)
Will provide support to the Director, Application Development in the development and deployment of LAN based applications. Responsibilities will focus on development and enhancement of applications but will also involve preparation of application specifications. Requires a four year degree in Computer Science or related field, a minimum of 2 years experience in current client server development tools (preferably Microsoft tools) and operating systems. Microsoft certification desirable. In addition to standard desktop software (MS Office) candidate should possess a high level of expertise in several of the following: Visual Basic, Power builder, SQL Server, Windows NT. Some experience in Java/CGI/HTML requirements analysis and data modeling desirable.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Director of International Accounts (2) (IDG/IMS)
Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for two international advertising sales positions in the Framingham-based Eastern US region. Given the challenging responsibility of representing the advertising sales interests of over 250 indigenous IT magazines and newspapers across 70 countries, candidates for the position must have proven ability to manage multiple priorities in an extremely time sensitive, fast paced sales environment. In addition to ROP sales responsibilities the DIA's will be on the front lines in reinforcing IDG as the world's largest and most successful provider of information on information technology. Foreign language ability and successful international advertising sales experience for a multiple title publisher a definite plus. International diplomacy and excellent communications skills a must.
Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

International Sales Associate (IDG/IMS)
The individual for this position will be supporting the sales efforts for IMS-Int'l. This person will be a liaison with IDG's Int'l offices, service advertiser's needs and advertising schedules, do rate quotes, book advertising with int'l publications, interact with clients via telephone, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills and a 'Can Do' client-service attitude. The ability to work independently and communicate clearly, both verbally and in writing -- under pressure -- is critical. Must be MAC literate and have a college degree. Publishing or advertising experience desired. Foreign language ability a plus, but not required.
Location: San Francisco, CA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Editor (IDG/Newsletters)
The individual in this position will be responsible for editing three to four monthly newsletters for grammar, style, technical accuracy and clarity of expression, while ensuring a light, friendly, conversational tone. This editor will supervise the editing and production process for those newsletters in a timely manner and suggest article ideas to newsletter writers. Other areas of responsibility include editing and developing newsletter marketing materials and editing and writing some material for TipWorld daily on-line service. Successful candidates will possess knowledge of operating systems, applications software, internetworking and groupware. Flexibility and willingness to work independently is a must. ***Location: Boston, MA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Performance Analyst (PCW)
The individual in this position will develop and perform tests and analyze results for a broad variety of PC hardware and products. Qualified candidates should possess a thorough understanding of microcomputer and windows technologies. Excellent communication skills required. Must be a team player. Performance measurement/benchmarking or usability experience a plus. Candidate should have a bachelor's degree or equivalent experience. ***Location: San Francisco, CA***
Contact: U. Diehlmann, Fax: 415-974-7316, Phone: 415-974-7429, Email: uli_diehlmann@pcworld.com

Look for the complete listing of job opportunities across IDG on Monday, October 28, 1996!
Visit the IDG home page at www.idg.com for a complete list of job opportunities!

TempWorld

IDG

Coming Soon!

IDG TempWorld is an in-house temp pool that serves all of IDG's business units in the Framingham, MA area. IDG's corporate recruiting department works in conjunction with Davis Companies, Inc. to bring you a cost efficient, convenient in-house temporary pool to use to fill your temporary administrative openings. IDG TempWorld is a terrific alternative to outside temporary agencies because: IDG TempWorld provides highly qualified temporaries at a lower cost than outside agencies, provides temporaries that are familiar with and comfortable with the IDG environment, is convenient since everything is handled internally, *AND* IDG TempWorld does NOT charge a fee or require a waiting period for any direct hires!!

IDG TempWorld is currently in the advertising and recruiting steps of its development. *If you know of someone that would be interested in working for IDG's business units in the Framingham, MA area on a temporary basis* please send his/her resume to Christine Curnyn at IDG Human Resources, 5 Speen Street, Framingham, MA 01701; Fax: 508-935-4600.

IDG TempWorld will be opening up in December. Please look for additional brochures, posters, and other information on IDG TempWorld over the next couple of months as the "opening date" arrives! In the meantime, if you have any questions concerning IDG TempWorld, please contact Christine Curnyn at 508-935-4721.

* * *

IDG TempWorld referrals are not eligable for the employee referral bonus program.

IDG News Service Welcomes Journalists to Comdex Newsroom

Journalists from any IDG publication who are attending Comdex/Fall in Las Vegas Nov. 17 - 22 are invited to use the facilities of the IDG News Service newsroom.

This year's newsroom will be more spaciously accommodated in a two-room suite at the Royal Hotel & Casino, directly across the street from the Las Vegas Convention Center on Convention Center Drive. As in previous years, the IDG newsroom will be equipped with telephones, a fax machine and desktop PCs for visiting IDG journalists to use, plus phone lines for making modem connections back to the home office.

In addition, this year's setup will include a local-area network for high-speed access to News Service databases, including its real-time news feed and its Comdex Planner that will track all the major press events at the show. The newsroom's Notes server will have an ISDN connection to the Internet for faster, more reliable connections to the outside world than has been available in the past at Comdex (which is historically plagued by the relatively poor telecom infrastructure in Las Vegas).

Once again the News Service will descend on Comdex en masse, bringing nearly 20 correspondents and editors to Las Vegas from its bureaus around the world. News Service staff will be filing stories as the news breaks, and the news will be edited at the newsroom and posted directly to the News Service wire in time to make IDG publication deadlines around the world.

For more information on the News Service's coverage plans, contact Managing Editor ***Elizabeth Heichler*** *at tel: 617-423-0234, fax: 617-423-0240. For technical detail on the newsroom equipment or setup, contact IPS Network Services Administrator* ***Val Moutsopoulos*** *at tel: 617-423-0233, fax: 617-423-0712.*

ISS/ASIA

continued from page 1

Internet and intranets. The conference featured 83 speakers and attracted more than 300 delegates from 17 countries.

"ISS Asia serves as a forum to coordinate the IT development efforts of many countries to ensure a unified approach in constructing an information infrastructure and an efficient information flow," said **Gary Fung**, vice president of IDG World Expo Asia.

International attendees

The inaugural show, centered around the theme "Leading Communications into the Global Age," drew 50 exhibitors and 2,696 attendees representing more than 20 nations.

Organizers conducted a lengthy attendee survey which showed that 86% of attendees felt they achieved their three-fold objectives for attending the event: getting the latest information on industry developments, networking with peers and networking with professionals in other industries.

LiveNet®, a demonstration of advanced networking, was one of the expo's most popular attractions. Technologies for home, office and public areas were displayed and attendees could test emerging technology including video conferencing, Internet phone and telephony.

Computerworld Singapore, *PC World Singapore* and *PC World Malaysia* were among the local IT organizations listed as supporters of ISS/Asia.

ISS/Asia is modeled after the ComNet enterprise network expo, which IDG has held in Washington, D.C. for the past 18 years.

IDG SINGAPORE'S EVENT GROUP JOINS IDG WORLD EXPO ASIA

As of Oct. 1, the Exhibitions and Conference Division of IDG Singapore, led by Manager Rosalynn Chua, became part of IDG World Expo Asia. While Chua and her team will continue to work from IDG Singapore's offices, the team will report to Gary Fung, vice president of IDG World Expo Asia, who is based in Hong Kong.

FROM LEFT: MAY LOO, RITA GOH, ONG NGEE MING *and* ***Rosalynn Chua*** *are ready to manage a series of upcoming events for IDG World Expo Asia.*

In addition to Chua, the Singapore team comprises Project Manager May Loo, Conference Manager Ong Ngee Ming, and Project Executive Rita Goh.

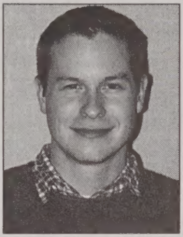
The team has already started work on several 1997 events, including Macworld Expo/Singapore, the second annual Information Superhighway Summit/Asia and the Singaporean debut of Internet Commerce Expo.

According to Chua, her group will also be responsible for the management of seminars, conferences and exhibitions in Southeast Asia for outside vendors such as IBM and Hewlett Packard. The group previously conducted a Unix seminar series for IBM in Singapore, Malaysia, Thailand, Indonesia and the Philippines in March and a seminar series for ICL Singapore last year.

For more information contact Rosalynn Chua at tel: 65-345-8383, e-mail: r.chua@idg.geis.com.

NOTEWORTHY

PROMOTIONS


MAGOON

IDG WORLD UPDATE

Scott Magoon, who served as editorial assistant for the IDG News Service for the past year, has been promoted to the newly created position of production and design editor. "Scott's contributions to the News Service have been myriad — from organizing IDG Editors' Days to writing spot news stories to designing promotional T-shirts — and his artistic flare and clever wit have been an added bonus in our Boston newsroom," said **Rob Garretson**, News Service editor-in-chief. "He's a pleasure to work with and his talents will be put to much better use in his new post."

MORRIS

IDG WORLD UPDATE

Mary Morris, the office assistant in the IDG Dallas regional office since 1994, has been appointed office manager. "Mary has grown in her position immensely and, along with her hard work and devotion to the IDG family of companies, she continues to build her management platform fo her years ahead with IDG," said **Lucy Sheehan**, office services manager for the regional offices.

NEW EMPLOYEES

PAN

KELLIE DUNCAN

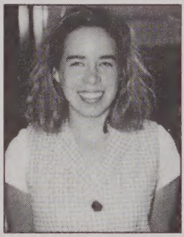
IDG Books in Indianapolis welcomes a host of new employees. Project Editor **Patricia Pan** formerly served as the assistant managing editor at *Computer Reseller News*. She has a B.S. in English and communications from Simmons College and enjoys gardening and cooking in her free time.

Project Editor **Nancy DelFavero** previously worked as a project manager at a national health care association in Chicago. She holds a B.A. in journalism and English from Indiana University.

Credit Analyst **Lisa Reyes** held a similar post at Maytag. When she's not busy at the office, Lisa enjoys playing golf and being with her two children.

Todd Fouty has been hired as an estimator and vendor management specialist. He was previously a buyer for Stream International. Todd attended Indiana State University and Purdue University and fills his off hours with family activities and outdoor sports.

Sales Associate/Assistant Office Manager **Julia Smith** is working in *CIO*'s San Francisco office. She was previously an advertising assistant at *Willamette Week* in Portland, Ore. Julia has a B.A. in theater from the University of Missouri.


WALPERT

TISH LEHANE

Computerworld's Burlingame, Calif., office welcomes Sales Associate **Marcy Walpert**. Marcy was previously the production/design manager for *The Red Herring Magazine*. She has a B.A. in political science from New York University.

YOKE

IDG WORLD UPDATE

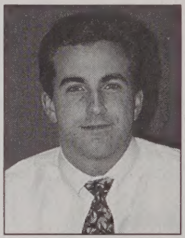
At *Computerworld*'s Framingham, Mass., office, **Jeff Yoke** is an account executive for the recruitment advertising section. Jeff was previously a display ad account executive for *Datamation* and before that worked for IDG's *Computer Buying World*. He earned a B.S. in economics from Northeastern University and enjoys ice hockey, weight training and rollerblading in his spare time.

Presentation Assistant **Travis Neal** is working at IDG Marketing Services in San Francisco. He was previously the owner of Captive Artists Group and pursues his interests in designing, writing and art management in his free time.

DUBE

IDG WORLD UPDATE

Receptionist **Carianne Dube** has joined IDG International Publishing Services in Boston. A native of Springfield, Mass., Carianne recently earned a certificate in secretarial studies at The Burdett School in Boston. She enjoys shopping, going to the movies and spending time with her family in her off hours.


WEINER

IDG WORLD UPDATE

CIO welcomes three new employees. **Lee Weiner** was hired as a Web site intern in June and is now a Web developer. He has a B.A. in communications from the University of Massachusetts/Amherst and enjoys attending concerts, playing tennis and taking photographs in his spare time.

CERULLO

IDG WORLD UPDATE

Caroline Cerullo is a research specialist. She's a recent graduate of Boston College with a B.S. in international studies and marketing. Caroline enjoys running and is a football and basketball fan.

DRAPER

IDG WORLD UPDATE

Project Marketing Coordinator **Jeremy Draper** was formerly a project coordinator for Price Lampert Associates. He has a B.A. in American Studies from Brandeis University and lists music, mountain biking and travel among his leisure pursuits.

Zoë Keil has joined IDC's Mountain View, Calif., office as a senior account executive. She was previously an account manager at Software Spectrum. Zoë earned a B.A. in psychology from Occidental College. In her free time, she's in an all-female contemporary a cappella singing group called Calamity Jane.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Nancy Mallette - IDG

FIFTEEN YEARS
Ellen Markoff - InfoWorld

TEN YEARS
Jeff DeBalko - IDG

NINE YEARS
Janet Ohlsson - InfoWorld
Lew McCreary - CIO
Noel McLaughlin - PC World
Gregory Silva - PC World

SEVEN YEARS
Sarah Bertacchi - InfoWorld
Luanne Kiley - PC World

SIX YEARS
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jaime Taboada - IDG Spain

FIVE YEARS
Andrea Balogh - IDG Denmark
Cathy Baskin - PC World

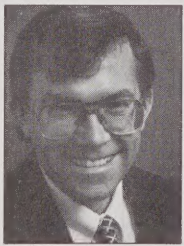
FOUR YEARS
Aurelio Llorente - IDG Spain
Uli Diehlmann - PC World
Mard Naman - Publish
Kimberlee Clark - IDG Books
Sheila Lynn - IDG Books

THREE YEARS
Bill Kerber - CIO
Martha Jacques - Computerworld
Patrick Dryden - Computerworld
Jane Davey - Network World
Riccardo Granata - IDG Italy
Licia Slimon - PC World
Jenny Ambrulevich - Publish

TWO YEARS
Pardhu Vadlamudi - InfoWorld
Rick van Dijk - IDG Netherlands
Tracey Grogan - Internet Commerce Expo
Gary Moynahan - Computerworld
Steve Costa - Macworld
Nathalie Boss - IDG France
Chris Nicolella - GamePro
Charles Helliwell - IMS/EMEA
Harry McCracken - PC World
Dan Doerner - Publish

ONE YEAR
Christine Curnyn - IDG
Scott Magoon - Int'l Publishing Svcs.
Gail Edgett - Int'l Marketing Svcs.
Lisa Brown - CIO
Daniel Whitehead - IDG Media
Heather Fairbanks - Network World
Carla Cappucci - Network World
David McAferty - Macworld
Josie Dollente - Infotainment World
Eckardt Stach - IDG Germany
Gerda Tausch - IDG Germany
Brian Comnes - InfoWorld
Susan Green - InfoWorld
Sherri Haslam - InfoWorld
Nina Wachsman - InfoWorld
Reijnder Bruyns - IDG Netherlands
Chad Marston - CIO
Sari Kalin - Int'l Publishing Svcs.
James Brown - IDG
John Marshall - FCW Govt. Tech.
Adam Bunshott - Computerworld
Linda Comer - Macworld
Dan Gordon - PC World
Bill Rinko-Gay - PC World
Kathy Brooker - IDG Books
Michelle Kracht - IDG Books
Jean Leitner - IDG Books
Dolores Barraza - IDG Books
Mark Breslauer - IDG Books
Diane Susan Smith - IDG Books
Timothy Borek - IDG Books
Andrew Walker - IDG Books

TRANSFERS


STAN BAROUH

LECOMPTE

Steve LeCompte, previously vice president of IDC's Government Market Services, has been named to the newly created research and development post at FCW Government Technology Group. His new responsibilities will include developing the Government Chief Information Officer Summit conference series and offerings complimentary to Civic.Com, FCW's new publication and companion Web site.

Kevin Octavio, formerly national accounts manager for IDG Marketing Services, has joined *Network World* as a district sales manager for the Pacific Northwest region. He will be working in *NW*'s Santa Clara, Calif. office.

IDG WORLD UPDATE

NOYES

Stephanie Noyes, assistant editor of *IDG World Update* for the past two-and-a-half years, has signed on as a copy editor at *Network World* in Framingham, Mass. She has a B.A. in Latin American Studies from Trinity College.

Toni O'Connor, formerly Human Resources manager at Computerworld, has accepted the position of East Coast regional manager for Computerworld's Professional Development Group.

Tony Andrade, previously an inside sales account executive at *InfoWorld*, has accepted a similar position at *Macworld.*

Rachel Garvey, formerly an assistant project coordinator at IDG Books in Indianapolis, has signed on as a proofreader for the company.

TISH LEHANE

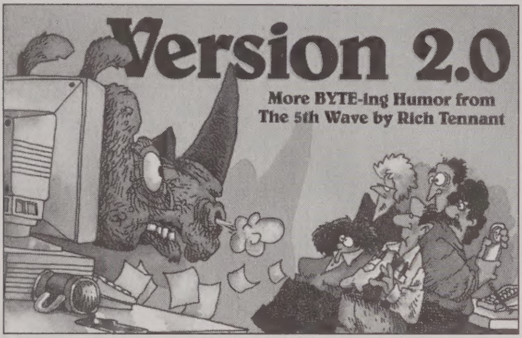
DAVIS

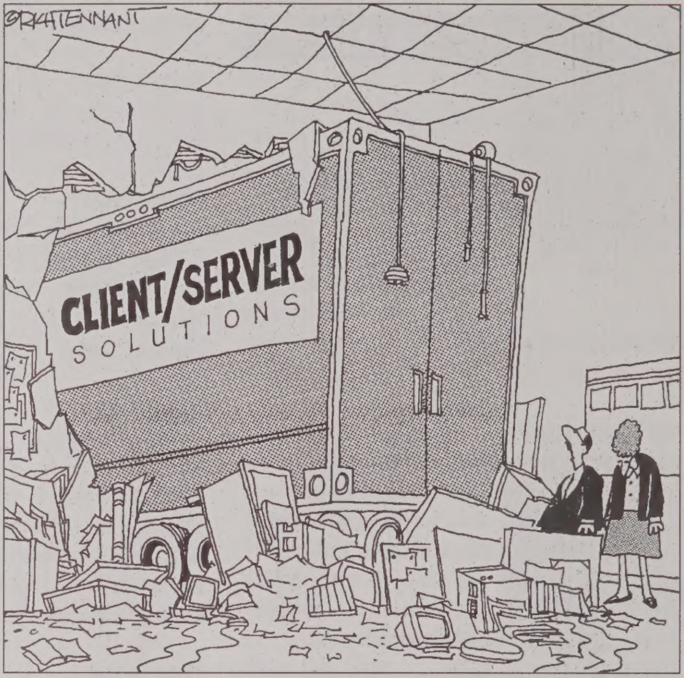
Susan Davis, previously client services manager for IDC, and an IDG Books employee when she first came to IDG in 1994, is now an account executive in *Computerworld*'s Burlingame, Calif., office. She has a B.F.A. from Mills College. Susan's latest accomplishment was wading through a year's worth of *CW* back issues.

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Nov. 5.





The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* magnetic pen.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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October 21, 1996

IDC OPENS ITS FIRST MARKET RESEARCH OFFICE IN MOSCOW
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IDC AUSTRIA CELEBRATES 10 YEARS OF COMPUTERWELT
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HOW MANY QUESTIONS ABOUT THE COMPUTERWORLD PRODUCT LINE CAN YOU ANSWER?
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Contributes Expertise to Assist Trade Missions

JOHN TAN, GENERAL MANAGER OF IDG SINGAPORE, AND KIMBERLY RICH, DEPUTY *director of the California Trade and Commerce Agency, attended the reception in Singapore for the California trade mission delegation last month.*

In an effort to gain more exposure for IDG, as well as gain access to influential decisionmakers, IDG Marketing Services and IDC have spearheaded a series of events to assist California companies interested in exporting their IT products abroad.

California, like most of other 49 U.S. states, has a state government office that provides trade mission assistance for companies that don't have subsidiaries abroad. The office typically escorts upper level managers (CEOs, presidents, and vice presidents of marketing, sales and strategic planning) to countries in which they want to conduct business.

IDG's liaison with the state of California began when IMS approached the California Trade and Commerce Agency and offered to educate company representatives about the markets they were considering entering. Approximately 80% of California's exports are technol-

• CONTINUED PAGE 5 •

Macworld Expo '96 Yields Best Figures for Frankfurt

MACWORLD MOGULS. *(From left):* ***York von Heimburg****, general manager, IDG Magazines (Germany);* ***Stephan Scherzer****, publisher, Macwelt; Sajiv Chahil, senior vice president, Apple Computer; Gunnar Küchler, show director, Macworld Expo/Frankfurt.*

More than 350 exhibitors and 35,000 attendees made Macworld Expo/Frankfurt '96, held Sept. 26-28, the biggest event in the show's six-year history.

IDG World Expo Germany owns the rights to the show, which is sold and produced by an outside firm, K&S

• CONTINUED PAGE 4 •

IN BRIEF

Network World Introduces Intranet Award Winners

JOHN DIX, EDITOR OF NETWORK WORLD AND INTRANET *Magazine, presents one of the 1996 Intranet Excellence Awards to Netscape's Vishal Nanda (left) for winning the Intranet Web Server Software category.*

IntraNet Magazine, a publication of *Network World*, honored the winners of the first Intranet Excellence Awards during a ceremony at the NetWorld+Interop '96 show in Atlanta on Sept. 19. The awards, sponsored by the monthly *IntraNet Magazine*, recognized 10 U.S. companies for their innovation and foresight in developing leading-edge intranet products and services.

The competition attracted several hundred entries targeted to categories such as Intranet Web Browsers, Electronic Commerce Tools and Security Products. **Rick Villars**, director of IDC's Network Software Research, was one of the nine judges who represented leading consulting firms.

"The Intranet Excellence Awards are a distinct watermark of leadership, recognizing the innovators of a market forecasted to experience 700% growth over the next several years," said **Colin Ungaro**, president and CEO of Network World.

Next year, the Intranet Excellence Awards will be a "show-sanctioned" event within Networld + Interop. The awards will be promoted as part of the official Networld+Interop program, and the awards will be included in the show guide as an N+I event.

IDG JOURNALISTS ATTENDING COMDEX: TAKE NOTE!

Be sure to visit the IDG News Service working newsroom at The Royal Hotel and Casino (not to be confused with the Casino Royale on Las Vegas Blvd.), Rooms 818 & 820, on Convention Center Drive.

IDC Opens Its First Market Research Center in Russia

IDC announced the opening this month of its first dedicated market research center in Moscow . The fourth IDC location in East/East Central Europe joins IDC offices in the Czech Republic, Hungary and Poland.

IDC estimates that the Russian IT market was worth $2.21 billion in 1995 and is on target for double digit growth in 1996.

"Establishing a Moscow office underlines IDC's belief that "'arm's length' market research in this part of the world is not credible," said **Steven Frantzen**, director of IDC's East/East Center European Expertise Center. "The IT market in Russia is evolving so rapidly there can be no substitute for an on-the-ground presence and continuous contact with local players."

The new IDC Russia office is reponsible for a suite of IDC reports on IT markets in the Russian Federation including PCs, LAN servers, systems and servers, printer, photocopiers and fax machines. It also coordinates local data collection for IDC's Eastern European quarterly PC shipment tracking service.

IDC Russia Director ***Robert Farish*** *can be reached at e-mail: farish@sovam.com.*

IDG Launches China's First Internet Publication

IDG unveiled the first Internet publication in China last month at the China Computerworld/ Network World Expo, the largest computer exposition in China and one of IDG's 13 expos in the country.

The Internet publication, *China Computerworld Daily*, is an online companion to the print weekly *China Computerworld*. Its URL address is http:// www.computerworld.co.cn.

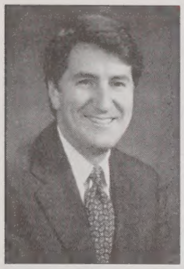
According to projections from China's Xinhua News Agency, the number of Internet users in China will grow from 120,000 by the end of this year to more than one million by the year 2000.

In the first week of operation, the Web site received more than 10,000 visits from Internet users within China.

China Computerworld Daily reports the most important IT news from China and around the world. It includes a summary of the upcoming weekly issue of the print *China Computerworld* as well as market research and product testing. It also includes a directory of computer companies and an ongoing IT discussion forum.

IDG entered the Chinese market in 1980 with the launch of *China Computerworld*. Today, IDG is the largest foreign publication and exposition provider in China.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q I read in *Ad Age* that IDG ranks No. 32 ($606.4 million in revenue) among U.S. media companies against Ziff's No. 26. ($868 million in revenue) for 1995. I know that worldwide we bill ourselves as the leading publisher of information on IT, but I'm wondering if we've ever led Ziff in the U.S. or if that is, in your opinion, likely.

A There are dozens of measures of "leadership," and IDG is the leader by far in the measure that matters most: the quality and usefulness of the information we provide to our readers, the most influential buyers of technology products. The most recent quantification of that leadership is in the number and variety of editorial awards received by IDG. In the U.S. alone IDG has received more than twice as many awards this year as Ziff or any other competitor.

While Ziff's revenue is today larger than that of IDG in the U.S., we forecast this will change over time given Ziff's historical dependence on one publication — *PC Magazine* — for a preponderance of its revenue and profits. When Ziff was sold to Forstmann Little, *PC Magazine* accounted for 53% of the company's operating profit. *PC Magazine* has declined in ad pages 6% in the last six months, an accelerated decline from the 3% drop in the last 24 months and a sign of the shift from the shrink-wrapped PC market of the publication's halcyon days.

IDG maintains a very strong position — and considerable momentum — in the U.S. market. At a time when the Internet and intranets are further diminishing the relative importance of the desktop in enterprise computing, IDG's unique portfolio of publications targeting, both in print and online, the entire purchase decision-making spectrum from CIOs (*CIO*, *WebMaster*) to IS professionals of different stripes (*Computerworld*, *InfoWorld*, *Network World*) to Internet developers (*JavaWorld*, *Netscape World*) to IT-savvy managers (*PC World*, *Macworld*) positions our company extremely well. This is a proposition supported by IDG publications' performance in the 1996 Simmons and IntelliQuest CIMS studies where IDG showed superior coverage of the market's most influential buyers.

It is also important to put the U.S. market in perspective: in 1964, the U.S. IT market accounted for nearly 70% of all IT spending; today, that figure is 41% and dropping. There has never been a better time to lead the world's IT media markets outside the U.S. (It is also why *Advertising Age* Editor Rance Crain, in response to IDG's objection to the U.S.-only focus of the publication's survey, acknowledged that it makes much better sense to track global revenues and committed to rethinking the approach for 1997).

Neither Ziff nor CMP are expanding their portfolios beyond a handful of publications in the U.S. market. In fact, their entire focus appears to be centered on devaluing the computer press category by engaging in dramatic rate cutting. In addition, Ziff-Davis continues to face questions of conflict of interest and long-term financial stability due to the business engagements and highly leveraged financial posture of its parent company, Softbank. There are limits to our competitors' capabilities to sacrifice profitability for share, especially given the need for investments in new media and, in Softbank's case, debt service. With the continuing vitality of our publications, our commitment to new product development in print and on the Web, and the long-term questions facing Softbank/Ziff-Davis, we do believe it is realistic to expect that IDG will narrow the gap in the U.S. and widen the gap globally between ourselves and our competitors in the future.

Can you give us a brief overview of the global outlook for IDG as FY97 begins?

IDG's goal is to grow our revenues at twice the rate of the underlying IT market, and we are pleased that IDG has reached that goal in 1996 in Europe, Latin America and Asia. The sole exception was the U.S., where the pricing pressure I referred to earlier slowed our revenue growth, yet we still grew at the rate of the overall market.

Fiscal 1996 was a very successful year for the majority of IDG's business units. In fact, more than two-thirds of IDG's businesses surpassed in 1996 their prior year revenue and profit levels.

We begin 1997 with a healthy global economy, an industry enthusiastic about the opportunities of the Internet, and a strong focus on extending our key brands into complete "communities of interest" with integrated print and online components. There isn't a single region, or single country for that matter, that is forecasting to grow less than the market. IDG's momentum was recently quantified with the completion of the Global Advertising Database, an IDG Research Services project three years in the making, that shows IDG's global market share for technology advertising is 26%, more than twice the market share of any other competitor, whether you include Ziff-Davis, CMP, VNU, Nikkei or anyone else.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

If so, please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030) or fax (617-423-0712).

European Managers Meet in Munich

IDG business unit managers from around Europe gathered last month in Munich for their semiannual meeting. Two days were spent discussing business activities country by country in Operating Review Board meetings and in a general session to review IDG 1996 results and plan for 1997.

Prior to the meetings, hosts **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag; and **York von Heimburg**, managing director, IDG Magazine Verlag, welcomed the managers to an open house at IDG Germany's new offices. It was also Oktoberfest time in Munich, and the German hosts made arrangements for attendees to sample this annual local celebration following the meeting.

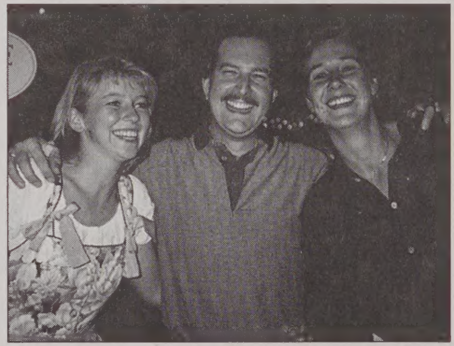
Business unit managers expressed considerable optimism about prospects for the new fiscal year. Although many countries experienced a difficult year in FY96, most have come out of the year strongly with growing revenues.

The continuing success of IDG Marketing Services in Europe also bolsters the outlook for the new year. IMS/Europe President **Jeff Meers** reported on continuing programs by his group to market the strength of the IDG portfolio in Europe.

IDG COMMUNICATIONS VERLAG AG
IDG MAGAZINE

PRIOR TO THE EUROPEAN MANAGERS *Meeting, **Ralph Peter Rauchfuss** second from left) and **York von Heimburg** (third from right) welcomed meeting attendees to an open house at IDG Communications Verlag's new offices. Among those visiting were (from left): IDG VP/Corporate Services **Marion Kibbee**; IDG President **Kelly Conlin**; IDG Chairman **Pat McGovern** and his wife, Lore.*

RALPH PETER RAUCHFUSS (LEFT) AND *__York von Heimburg__ (center) escorted meeting attendees to an IDG gathering at Munich's Oktoberfest celebration. In attendance were (from left): Lore McGovern, Erika von Heimburg, IDG Communication Verlag's **Shirley Kohn**, Bisera Rauchfuss and IDG Chairman **Pat McGovern**.*



RIGHT: AMONG THE IDG CONTINGENT AT *the Oktoberfest party following the meeting were (from left): **Petra Keber**, HR assistant, IDG Communcations Verlag; **Tom Mathews**, director, corporate international HR programs; and **Svenja Mohn**, HR director, IDG Communications Verlag.*

MACWORLD EXPO

continued from page 1

GbR, under contract to IDG. **Stephan Scherzer**, publisher of *Macwelt*, and his staff are also involved in supporting the event.

Satjiv S. Chahil, senior vice president of corporate marketing for Apple Computer Inc., delivered the opening address on the new era of digital media.

The evening before the show opened, *Macwelt* hosted an awards dinner for 130 customers and honored those companies whose products had been voted top-of-the line by *Macwelt* editors. *Macworld* U.S. President **Colin Crawford** was on hand to talk about trends for the Apple market.

While bigger and better were the operative words for Macworld Expo/Frankfurt '96, those same words have been invoked for the 1997 show, which will be held for the first time in Düsseldorf from Nov. 13-15.

Located in central Germany, Düsseldorf has long been associated with the publishing and printing industries, hosts several related trade shows, and is the hub of a large central European population: 30 million people reside within a 250-mile radius of the city.

"The potential for new exhibitors and visitors, which Düsseldorf can provide, will continue the importance and expansion of our show," Scherzer said.

For more information, contact Stephan Scherzer at tel: 49-89-360-860, fax: 49-89-360-86-267, e-mail s.scherzer@idg.geis.com, or Show Director Gunnar Küchler at 49-89-360-86-208, fax: 49-89-360-86-290, or at e-mail: g.kuechler@idg.geis.com.

UPCOMING MACWORLD EXPO EVENTS

Macworld Expo/Hong Kong
Oct. 31-Nov. 3

Macworld Expo/Madrid
Nov. 5-10

Macworld Expo/Sydney
Nov. 14-16

Job Opportunities
Monday, October 21, 1996

Copy Editor, Temporary (CW)

Computerworld is looking for a temporary copy editor to work on our copy desk from January through May. Responsibilities include editing and proofreading copy for grammar, consistency and style, writing headlines, and producing pages on a desktop publishing system. Sharp eye for detail and ability to work under daily deadlines required. The hours will be 37.5 hours per week, Monday through Friday. Bachelor's degree and 2 years of copy editing experience preferred. ***Location: Framingham, MA***
Contact: E. Fanning, Fax: 508-875-8931, Phone: 508-820-8174, Email: ellen_fanning@cw.com

Benefits and Compensation Coordinator (ExecuTrain)

The individual in this position will assist with the administration of various employee benefit plans such as life, health, dental, and disability insurance, flexible spending accounts, 401K plans, employee purchase plan, time-off, leave of absence, worker's compensation, and unemployment. In addition, they will assist with the preparation and input of payroll data for processing by ADP. Bachelor's degree from an accredited college or university with an emphasis on Human Resources or other business degree preferred. Two years experience in benefits and payroll administration required. ***Location: Atlanta, GA***
Contact: L. Maloney, Fax: 770-664-2006, Phone: 770-667-7700, Email: leigham@executrain.com

Sales Assistant (FCW)

Selected candidate will provide multi-function support to sales staff for all phases of the sales process. Responsibilities will include coordinating presentations, handling media kit requests, maintaining databases, and interacting with clients. Candidate must have strong interpersonal skills, be extremely organized, customer focused and thrive in a fast-paced environment. PC skills a plus. BA/BS degree required. ***Location: Falls Church, VA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Library Assistant, Part-Time (IDC)

The selected candidate for this flexible, part-time (25 hours) position will be responsible for filing, distributing mail, photocopying, data entry, and various special projects for the library in the Framingham office. This individual should have 2 years of office experience. Library exposure would be ideal. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Billing Accountant (IDC)

The individual in this position will be responsible for processing of the monthly billing, maintaining employee payroll time sheets, corporate American Express program, accounts payable/expense reports and assisting in month end closing procedures. The ideal candidate must have 2-4 years accounting/finance experience within a large company, college level accounting courses and Excel spreadsheet skills. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Mobil Technologies Research Analyst (IDC)

Candidate will have 1-2 experience in and a solid working knowledge of the personal systems business. Strong writing, spreadsheet/ forecasting, research/investigative skills needed. This job focuses on coverage of the portable computer marketplace and will involve writing for weekly, quarterly and annual program publications; and assisting in the creation of forecasts. Other tasks include assisting with client inquiries and meeting with vendors to learn about products and strategies. Fast-paced, team-oriented work environment requires quick learner with strong organizing skills and the ability to juggle a number of assignments simultaneously.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Analyst, Personal Systems (IDC)

Candidate will have 3-5 years experience in and a solid working knowledge of the personal systems business. Strong writing, spreadsheet/ forecasting, research/investigative skills needed. This job focuses on coverage of the desktop PC marketplace and technologies and will work with the Graphics and Multimedia program. This position will involve writing for weekly, quarterly and annual program publications; and assisting in the creation of forecasts. Other tasks include assisting with client inquiries and meeting with vendors to learn about technologies, products and strategies. Fast-paced, team-oriented, work environment requires quick learner with strong organizing skills and the ability to simultaneously juggle multiple tasks. ***Location: Mt. View, CA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Group Operations Coordinator, IS Group (IDC)
We are looking for a highly organized, efficient, take charge individual to serve as the IS department group coordinator. In this role you will have primary responsibility for purchasing hardware and software for IDC - the ability to find competitive bids and seek the best terms for IDC is required. You will be responsible for receiving all materials, RMA's etc. and maintaining accurate inventory and billing and chargeback information. You will be responsible for managing the departments financial records. In this role you will support the IS instructional programs through activities such as maintaining student registrations, assisting in manual preparation, etc. Maintaining departmental calendars and monitoring IS project statuses. Some coverage of an IS telephone Help Line may be required. General administrative support of IS management. Knowledge of Windows95, Word 95, Excel 95, Lotus Notes will be helpful. An interest in learning about the operations of IS is vital. Some overtime may be required. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Sr. Analyst, Small Business/Home Office (IDC/LINK)
IDC/LINK is seeking a candidate for the Small Business/Home Office Group in New York City. This includes preparing written research, industry forecasts and developing a public presence in the industry. Candidate must be customer service driven and be an effective public speaker. Also, will be involved in consulting and business development. 5+ years industry experience.
Location: New York, NY
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Graphics Coordinator (IDG/B)
Will prepare and organize graphic files for placement by Graphics Production Specialist (DTP) by converting, manipulating, sizing and editing graphics submitted by editorial. Also responsible for scanning photographs and line art to prepare for layout, providing quality control and managing work-flow to insure graphics are provided to the Graphics Production Specialist in a timely manner. Must be Apple Macintosh savvy with knowledge of QuarkXpress, Adobe Pagemaker, Adobe Photoshop, Freehand, Illustrator and have experience with four color process. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Graphics Production Specialist (IDG/B)
Will consistently and accurately merge prepared text and graphics into complete pages according to the editorial and production guidelines. Assists in design or redesign of new and existing books, correct errors in graphics, compile indexes and table of contents. Should have thorough knowledge of Adobe PageMaker and QuarkXpress with working knowledge of Macromedia Freehand, Adobe Photoshop and Microsoft Word. Must be Apple Macintosh literate. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Director, Financial Analysis and Planning (IDG/B)
Responsible for planning, organizing, implementing and monitoring annual budget and quarterly forecasting processes for all presses and departments. Manage and review all work produced by the staff of the finance department including pre-contract book P&L forecasts, P&L post mortems and all ad hoc reporting. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Production Quality Control Specialist (IDG/B)
Will be responsible for the consistency, accuracy and quantity of books during the production cycle until release of the books to the printer. Requires a detail oriented organized person who can handle a high volume of work with few errors. Should have proofreading skills, be Macintosh literate with working knowledge of graphics and page layout software. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Project Coordinator (IDG/B)
Will act as a liaison between editorial and production on issues of schedules, process, design, proofreading and page reviews. Oversee and evaluate all work of Freelancers and work directly with the Graphics Production Specialists (DTP) to assure that all elements are ready for production on submission dates. Will assure that all elements are included in shipments to printers as well as properly archived at IDG Books. Will work closely with manufacturing, informing them of final page counts, special elements and any changes to manufacturing specifications. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Site Manager (IDG/B)
Will manage IS support staff, specify and install network systems, manage servers including users, shared directories and securities, email traffic (including gateways and internet address lists); manage all LAN/WAN network devices. Also responsible for all telephone additions and for security systems. Must have a BS in Computer Science or specialized training, working knowledge of PC's, Mac's, Windows for Workgroups, Windows95, Windows NT servers. Microsoft systems certification a plus.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Systems Analyst (IDG/B)

Will develop and deploy LAN based applications and prepare application specifications. Degree required (preferably in Computer Science), in depth experience with several client server development tools (Microsoft tools and operating systems). Must have a high level of expertise in several of the following: Visual Basic, PowerBuilder, SQL server, Windows NT. Should also have knowledge of web server administration (Java/CGI/HTML), requirements analysis, data modeling. Microsoft certification desirable.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Department Assistant (IDG/IMS)

The primary responsibilities of this individual will be to assist the operations department, manage the media library, assist the sales force, and to provide general administrative support. We are looking for a highly organized, people-oriented person to assist our fast paced office. Strong customer service and communication skills are necessary. Office experience and knowledge of Macintosh are required. Knowledge of Excel and Word is desirable. Foreign language is a plus. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Director, National Accounts (IDG/IMS)

Immediate opening with IDG Marketing Services for a Director of national Accounts working with emerging growth accounts targeted to be the future "big" spenders in our industry. This position is located on the East Coast and will span a territory from the Atlantic Ocean to the Mississippi River. Extensive travel is necessary. This self starter will be responsible for growing the accounts in this territory rapidly. The minimum requirements are for 5-6 years selling experience, with a track record of successfully growing account spending and providing excellent customer service. A good understanding of marketing and the advertising process is also necessary. IDG Marketing Services is a dynamic part of our corporate marketing function and thus a high level of interaction with all of the people and products offered by IDG companies is necessary. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Director, National Accounts (IDG/IMS)

Immediate opening with IDG Marketing Services for a Director of National Accounts working with emerging growth accounts targeted to be future "big" spenders in our industry. This position is located on the West Coast in our San Francisco office and will span a territory from the Pacific Ocean to the Mississippi River. Extensive travel is necessary. This self starter will be responsible for growing the accounts in this territory rapidly. The minimum requirements are for 5-6 years selling experience, with a track record of successfully growing account spending and providing excellent customer service. A good understanding of marketing and the advertising process is also necessary. IDG Marketing Services is a dynamic part of our corporate marketing function and thus a high level of interaction with all of the people and products offered by IDG companies is necessary. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Research Assistant, Part-Time (IDG/Rsch)

IDG Research Services seeks a part-time Research Assistant to assist in processing advertising database reports; interact with clients; distribute research materials; contribute to a variety of ongoing research projects; and perform general clerical duties as needed. Candidates should possess excellent interpersonal skills; be extremely client-service oriented; and have the ability to handle multiple tasks independently. Macintosh literate with knowledge of spreadsheet and database software a plus. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Research Associate, Advertising Analysis (IDG/Rsch)

IDG Research Services seeks a Research Associate, Advertising Analysis to assist in compiling and reporting advertising marketshare data; maintain data and database integrity; provide a wide range of advertising information and analysis; and interact with clients/vendors to interpret/relay needs. As this position requires a large amount of interaction with IDG business units worldwide, candidates must possess excellent interpersonal skills and be strong in both oral and written communication. Required: bachelor's degree; 1-3 years business experience; experience with database and spreadsheet software; familiarity with Macintosh and DOS platforms; and ability to handle multiple tasks independently. Knowledge of publishing and computer industries, as well as foreign language skills a plus. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Office Service Coordinator (IFW)

Candidate must have a customer service orientation with excellent communication and typing skills. Duties include: ability to lift up to 70lbs., sort and deliver mail and freight, log and process on freight computer systems, answer and direct calls on console switchboard, stock breakrooms and copyrooms, set up conference rooms, and order supplies. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

Editorial Assistant (IFW)

Opportunity to work as an assistant for features editor and managing editor in a fast-paced print and online computer publication. Responsibilities include tracking departmental spending, maintaining time sheets, answering customer service email, updating a World Wide Web-based database, and performing general office administrative duties. Candidates should be organized, punctual, and creative and should have previous experience in office administration and/or journalism. ***Location: San Mateo, CA***

Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Business Development Coordinator, InfoWorld Electric (IFW)

The position reports to the InfoWorld Electric Business Development Manager and is responsible for coordinating and performing analysis, projects, and customer service associated with selling advertising on InfoWorld Electric, InfoWorld Publishing Company's web site. Requires 1-3 years business experience, preferably in the publishing or advertising industries. Must be experienced with Web technology, Netscape Navigator, Internet Explorer and other browsers, Excel, Word, PowerPoint, Lotus Notes, and Windows95. Knowledge of HTML helpful. Bachelors degree or equivalent experience necessary. ***Location: San Mateo, CA***

Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

InfoMarket Account Manager (IFW)

The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. 1-3 years selling experience plus knowledge of the PC industry required. ***Location: San Mateo, CA***

Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Sales Associate (2) (IFW)

Handle weekly closing of display edition, interact with clients via telephone, database management, and general administrative support. The environment is fast-paced, and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. The ability to work independently and under pressure is critical. Must have college degree. PC literacy is a must. Publishing or advertising experience desired. ***Location: NJ and CA***

Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Managing Editor (NW)

Network World has an immediate opening for a Managing Editor to join its editorial management team. Reporting to the Editor, the person in this position is responsible for managing the copy and layout staffs (5 people), maintaining the integrity of the printed product and working with various department heads to schedule and implement everything from news to features to special projects. The right candidate would possess strong management skills, have copy editing experience, and be familiar with copy and layout workflow issues within a publishing environment. Candidates should also have strong influence and negotiating skills and be familiar with Quark and PC PageMakeup in a PC environment. ***Location: Framingham, MA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Senior Editor (NW)

Network World is looking for a Senior Editor to cover telecommunications. This person will cover a range of networking products, trends, and issues. Candidates should have at least 2-4 years reporting experience on Information Technology and a proven ability to consistently break news. ***Location: Framingham, MA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Sales Associate (NW)

The Recruitment Department at Network World is seeking an experienced sales support person ready to take on some sales responsibilities. The Sales Associate position will be 50% territorial sales and 50% departmental sales support. Experience with Filemaker Pro, Microsoft Word, Excel, and Quark are highly desirable. Both functions of the position require someone who enjoys a fast-paced schedule, can work under deadline pressure, and be flexible while still being extremely organized and detail oriented. Prior inside/telephone sales experience a plus. ***Location: Framingham, MA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Associate Editor (PCW/WEB Magazine)

THE WEB Magazine, is seeking a talented, hard-working associate-level editor to plan, develop, assign, edit, and oversee articles, from concept through final production. Accountable for scores of Web site reviews, will write for the publication as needed, and will actively consult with the art staff on the integration of design elements with finished copy. In addition, participate in title, head, and deck brainstorming sessions and story conferences and identify and recruit promising outside contributors for the magazine. Must have top-notch editing skills, consumer magazine experience, & a feel for pop culture. ***Location: San Francisco, CA***

Contact: S. Fox, Fax: 415-974-7316, Phone: 415-978-3210, Email: -NA-

Sales Associate (Web)

The individual in this position will sell online/web advertising for the Web magazines JavaWorld, NetscapeWorld, and SunWorld Online. The candidate must have three years advertising and/or interactive media sales experience, and a general familiarity with the Internet and the computer marketplace. Must also be familiar with publishing processes, negotiation, and have strong communication skills.***Location: San Francisco, CA***Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: Colette@wpi.com

TRADE MISSIONS

continued from page 1

ogy products, so the need for up-to-date IT market information is critical. At the time, the office was organizing a trade mission to Singapore for Comdex/Asia (Sept. 25-27) and gladly accepted IDG's offer.

IDG provided a package nicknamed "IDG Compass": a packet of regional and local technology trends from IDC, local IDG publications, the *IDG Asia Report* newsletter from IDG Asia, the IDG corporate brochure and a letter from IMS Managing Director/International **Frank Cutitta** welcoming the delegates to the trade mission. The trade mission participants included more than a dozen representatives from seven California IT companies and a representative from the California state trade office.

On to Singapore

When the delegates arrived in Singapore they were treated to a dinner and an overview of the market by the local IDG offices. Guests discussed market and marketing issues with IDC Asia/Pacific Vice President and Managing Director **Dennis Philbin**, IMS Asia Consultant **Al Furst**, IDG Singapore General Manager **John Tan** and other IDG and IDC staff members. IDG also arranged to have a representative from the National Computer Board of Singapore at the event to talk about that group's business outreach efforts.

IMS and IDC arranged a second trade mission orientation session this month in conjunction with the Data Show in Tokyo. On Oct. 16, IDG Japan hosted 12 executives from nine California companies for a mini-briefing session at the Japan Personal Computer and Software Association (JPCSA) headquarters in Tokyo. **Junichi Saeki**, director of Solution Research for IDC Japan, gave an overview of trends and opportunities in the Japanese market, and once again delegates had a chance to talk informally with IDG and IDC staff.

Keiichi Maesato, president of IMS Japan, said the event has already yielded some "wins": IMS Japan and IDC Japan joined forces to give a positive impression to both U.S. delegates and the Japanese government and industry, and the JPCSA was pleased to have access to potential business partners.

"If this were not enough, this event confirmed our view that there is a great need for the market entry service and information that our U.S., Japan and other Asia offices can provide," he said. "The challenge is to systemize and package our services with an affordable price for those fast-growing but not yet cash-rich companies."

Cementing relationships

Chris Fell, director of IDC's Worldwide Markets Group, has worked on arranging IDC participation for the trade missions. He said the events have been a step toward "cementing a budding relationship" with companies that are interested in a particular region. "Once they get established, they'll think of us when it comes time for market planning."

Melanie Edwards, director of international strategic marketing for IDG Marketing Services, said the alliance with the California trade office has been excellent exposure for IDG.

"IDG's aim is to align with the states to get higher up on the food chain toward influential decision makers," she said. When the trade missions are over, IMS sales people will contact these executives to see what IDG resources might be appropriate for their business. "We're not selling ad pages in the traditional manner — we're selling the market opportunities and strategies first, and CEOs and presidents listen to that," she said.

The California trade office has expressed interest in IDG assisting with trade missions to Mexico, Germany and South Africa. Edwards is also hoping to develop similar relationships with other states' trade offices *(see sidebar)* as well as the U.S. Dept. of Commerce.

For more information on IDG's trade mission efforts, contact Melanie Edwards at tel: 415-676-3022, fax: 415-705-6421 or via the Internet at: melanie_edwards@idg.com.

IDG GAINS ENTREE TO STATE TRADE ASSOCIATIONS

IDG's ***Frank Cutitta*** *(left) and Sean Randolph, director of the California Trade and Commerce*

When IDG officials approached the California Trade and Commerce Agency to discuss its trade missions, they discovered an opportunity to preach the IDG global advantage nationwide.

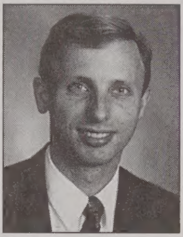
At the time, the California office was planning an international workshop for the National Association of State Development Agenices (NASDA) from Sept. 25-27. The meeting attendees are the international trade directors from states that maintain international trade development programs. The California trade office was seeking corporate sponsors for some of the NASDA events and asked if IDG wanted to get involved.

IDG sponsored a wine-tasting reception for the 90 NASDA delegates at a vineyard on the Monterey Peninsula south of San Francisco. IMS Managing Director/International Frank Cutitta presented a brief overview of how IDG's services could be helpful to the state trade offices.

"Strategic partnerships with NASDA and the respective state trade organizations establish IDG as the first 'port of entry' for new-to-export companies at the most critical time in the market entry process," Cutitta said. "Since IMS's business has traditionally relied on smaller to intermediate-sized IT firms, the trade missions enable us to incubate new business (whether via IMS or directly into the local markets) while at the same time position IDG as the preeminent force in global publishing, research and expositions."

NOTEWORTHY

PROMOTIONS



LEVITT

Mark Levitt, previously a senior analyst for IDC's Electronic Messaging service within Personal Systems, has been appointed research manager, Electronic Messaging. "Mark earned this promotion through hard forecasting and aggressive report creation," said **Michael Sullivan-Trainor**, director, Electronic Messaging and Internet. "He has excelled at high quality, responsive client care and prospecting. Since moving into the program last year, Mark has been instrumental in turning the program around and continuing its growth."

NEW EMPLOYEES

IDC's Mountain View, Calif., office welcomes three new employees. Director of Sales **John Ishimaru** was previously the team leader of sales for Giga Information Group. He earned a B.S. in business management from San Jose State University and enjoys skiing of the water and snow varieties.

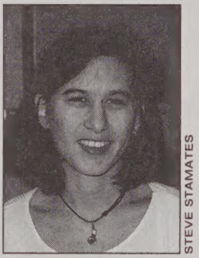
Sales manager **Janet Oncel** previously spent two years in sales at Giga and 11 years at Dataquest. She has a B.S. in marketing from San Jose State University.

Scanner Research Analyst **Ron Tussy** joins IDC from Apple, where he was the worldwide product marketing manager for scanners. In 1989, Ron self-published a photo book that appeared on *The New York Times* best-seller list based on the Loma Prieta earthquake. It set a speed publishing recording in bringing a book from concept to market in 32 days.

GamePro magazine in San Mateo, Calif., has hired **Janice Yenpasook** as an online intern. She is majoring in business management information systems at San Francisco State University. Outside the office, Janice enjoys rollerblading, surfing the Web and organizing community social and cultural events.

Matthew Hamblen has joined *Computerworld* as a staff writer. He was previously an editor and reporter for the *Montgomery Journal* in Rockville, Md. Matt earned a B.S. in communications from Northwestern University and an M.A. in English from the University of Illinois/Chicago. He enjoys jogging and swimming in his free time.

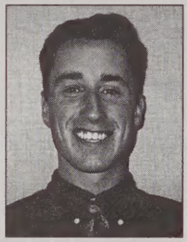
InfoWorld has hired three new employees. Senior Editor **Bob Trott** is working out of the new Seattle bureau. He was previously a political reporter and editor for The Associated Press. Bob earned a B.S. in journalism from the University of Texas and lists writing, reading, sports and rock-n-roll among his interests.



MEIER

STEVE STAMATES

In San Mateo, PC Support Specialist **Marla Meier** previously worked as a support analyst at Computer Support Services Inc., in Dallas, Tex. A Bay Area native, Marla enjoys rollerblading and playing soccer, softball and volleyball in her spare time.



MOREY

STEVE STAMATES

Infomarket Account Manager **Clark Morey** is handling inside sales for the mountain region. Before joining InfoWorld he was an account executive at McMullen Advertising. Clark has a B.A. in journalism from California Polytechnic Institute/San Luis Obispo. He is an avid windsurfer, backpacker, skier and scuba diver.

Federal Computer Week has hired five new employees for its editorial department. **Stuart Robinson** joined *FCW* as copy editor. A graduate of Northwestern University's Medill School of Journalism, Stu previously worked for the *Washington Times*' *Insight* magazine.

Dana Greenberg, formerly a copy editor at CMS, a direct mail company, has a similar post at *FCW*. She earned a B.A. in English from Penn State.

Heather Harreld, who had two years of experience working for the *Triangle Business Journal* in Raleigh-Durham, N.C., joined the staff as a reporter. She holds a degree in journalsim and mass communications from the University of North Carolina at Chapel Hill.

VICTORIA MARTIN

FEDERAL COMPUTER WEEK RECENTLY *wrapped up its best — and busiest — year ever and added five editorial staff members. From left:* ***Stu Robinson, Daniel Verton, Heather Harreld, Chip Pettirossi*** *and* ***Dana Greenberg.***

Daniel Verton joined the FCW Test Center as a writer. An intelligence officer in the Marine Corps for five years, Dan recently worked as a technology writer at CACI, Inc. Dan has a B.A. in history from the State University of New York/Binghampton and studied toward an M.A in history/military studies at the American Military University and the University of Scranton.

Chip Pettirossi joined the FCW Test Center as a senior technical writer. He was recently a senior consultant for the Meta Group and earlier served as an analyst at IDC. He has a B.A. from the University of Massachusetts/Amhers and an M.B.A. from Clark University.

TRANSFERS

Patricia Keller is working in *InfoWorld*'s Irvine, Calif., office as an account executive for Southern California and Texas. She was previously a sales associate at *Computerworld*'s Burlingame, Calif., office.

WHO'S NEW?

All business units are welcome to contribute information for the Noteworthy column. Contact the *IDG World Update* editors at world_update@idg.com

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Lloyd Cohen - IDC

FIFTEEN YEARS
Lucienne Bosser - IDG France

THIRTEEN YEARS
Karin Wirth-Wernitz - IDG Germany

TWELVE YEARS
Jim Martin - InfoWorld
Sharon Bryant - Computerworld
Madeleine Spencer - IDC
Donald Bellomy - IDC

TEN YEARS
John Corrigan - Computerworld
June Wallach - IDC/LINK
Susan Middleton - IDC

NINE YEARS
Catherine Viox - Computerworld

EIGHT YEARS
Takehito Sakurai - IDG Japan

SEVEN YEARS
Virginia Pohlman - IMS
Karen Rokkedahl - IDG Denmark
Amanda McVitty - IDG New Zealand

SIX YEARS
Ayhan Sevgi - IDG Turkey
Bryan Hastings - PC World
Duane Hampson - PC World
Mary Boston - InfoWorld
Leigh Buchanan - CIO
Dan Gentile - Network World
Mary Porter - IDC/LINK

FIVE YEARS
Steve Pelosi - IDG
Jeanette Borzo - Int'l Publishing Svcs.
Glenys Mercado - Computerworld
Yvonne Zuniga - Computerworld
Brent Romero - IDC
Jennifer Vettraino - IDC
Stephen McClure - IDC

FOUR YEARS
Cenk Tarhan - IDG Turkey
Tim Luddy - PC World
Candace Kronar - Publish
Bruce Davidson -IDC
Phillip Hulbert - IDC
Robert Peyton - IDC
Joseph Loiselle - IDC
Eileen Newman - IDC
Mike Oughton - IDG New Zealand

THREE YEARS
Per Stenberg - IDG Norway
Carolyn Johnson - IDG Research
Nancy Mack - Computerworld
Sean Weglage - Computerworld
Lisa Bloom - IDC
Alec Brown - IDG New Zealand

TWO YEARS
Bernadette Fife - IDG Books
Chrissy Whetstone - IDG Books
Camron Booker - IDG Books
Phil Jones - IDG New Zealand
Ria Keenan - IDG New Zealand
Ben Gibb - IDG New Zealand
Vedat Çakmak - IDG Turkey
Ülfet Ergun - IDG Turkey
Ellen Aronowitz - InfoWorld
Meredith Doesschate - IDG Newsletters
Jennifer Pattenaude - Computerworld
Sharon Chin - Network World
Mary Kaye Newton - Network World
Sharon Sanderson - Macworld
Gabriele Heilmann - IDG Germany
Richard Buckley - IMS/EMEA
Michael Joseph - IDC
Darlene Bordwell - IDC
Traci Bair -IDC
Keith Waryas - IDC
Joanne Johnson - IDC
Dana Burger - PC World

ONE YEAR
Göksen Ayvaz - IDG Turkey
Tolga Kalayci - IDG Turkey
Phil Hibbert - Macworld
Joadys Jorge -IDG Latin America
Cheryl Dahle - CIO
Brian Sours - Infotainment World
Brian Degen - IDC
Amir Ahari - IDC
Stephanie Hutchison - IDC

IDG Austria Celebrates 10 Years of Publishing with 1,000 Friends

IDG Austria marked the 10 year anniversary of *Computerwelt* with a gala event for 1,000 clients, associates and employees at the Vienna Stock Exchange last May.

The fun lasted a full 12 hours, until 3 a.m., fueled by 300 bottles of champagne, dance music and entertainment galore.

The staff vows to continue *Computerwelt*'s success well into the next century.

COMPUTERWELT EDITOR-IN-CHIEF ***Gerhard Rainer*** *presented excerpts from editorials from the early years of Computerwelt that stirred some humorous memories among the guests.*

IDG AUSTRIA GENERAL MANAGER ***Manfred Weiss*** *thanked all the guests for their share in the weekly newspapers' 10-year history. Among the attendees were representatives from IDG Switzerland.*

?? IDG ITRIVIA ??

Computerworld was the first publication that IDG launched. How much do you know about the flagship title and the product line it spawned? Test yourself! The answers appear in the box below.

1) When was *Computerworld* U.S. launched?
1965
1967
1970

2) In which country was the first *CW* launched outside the U.S.?
Spain
Japan
Germany

3) In what year did the first *CW* appear outside the U.S.?
1970
1974
1980

4) How many titles are in the *CW/IW* product line worldwide?
55
68
90

5) Where is *Computerworld* U.S. based?
San Francisco
Boston
Framingham, Mass.

6) What was *CW* U.S.' average circulation as listed in the June 1996 ABC audit statement?
126,782
147,054
193,061

7) Who was the first editor of *CW* U.S.?
Walter Boyd
John Whitmarsh
Alan Taylor

8) What is the name of *CW*'s U.S.'s Web site?
CW Inc.
@computerworld
CWorld

9) Where is the CW/InfoWorld Product Line Support Center based?
Norway
U.S.
Germany

10) What is the title of *Computerworld* in the Netherlands?
CW Netherlands
IT World
Computer!Totaal

11) Which one of the following countries does not have a *Computerworld* title?
Thailand
Singapore
Vietnam

12) What is the title of *Computerworld* in France?
CW France
InfoPC
Le Monde Informatique

13) What was the one-year subscription price for *Computerworld* U.S. as listed in the inaugural issue?
$9
$19.95
$35

1) 1967, 2) Germany, 3) 1974, 4) 68 (including all related print titles as listed on the IDG home page), 5) Framingham, 6) 147,054, 7) Alan Taylor, 8) @computerworld, 9) Norway, 10) Computer!Totaal, 11) Vietnam, 12) *Le Monde Informatique*, 13) $9.

IDG WORLD UPDATE

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Notes: Penny Winn
Internet: penny_winn@idg.com

International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 44

October 28, 1996

TWO PC WORLD TITLES RELAUNCH IN SOUTH AFRICA AND KENYA
PAGE 2

UPSIDE ARTICLE EXPLORES IDG, CMP, ZIFF STRATEGIES IN THE AGE OF THE INTERNET
PAGE 2

CONGRATULATIONS TO THE WINNERS OF THE IDG EMPLOYEE PHOTO CALENDAR CONTEST!
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Dutch Market Welcomes *InfoWorld*

The first European edition of *InfoWorld* lands on customers' desks this week, as IDG Netherlands launches *InfoWorld Nederland* on Nov. 1.

INFO WORLD

Microsoft zoekt Internet-macht

ISDN wordt interessant

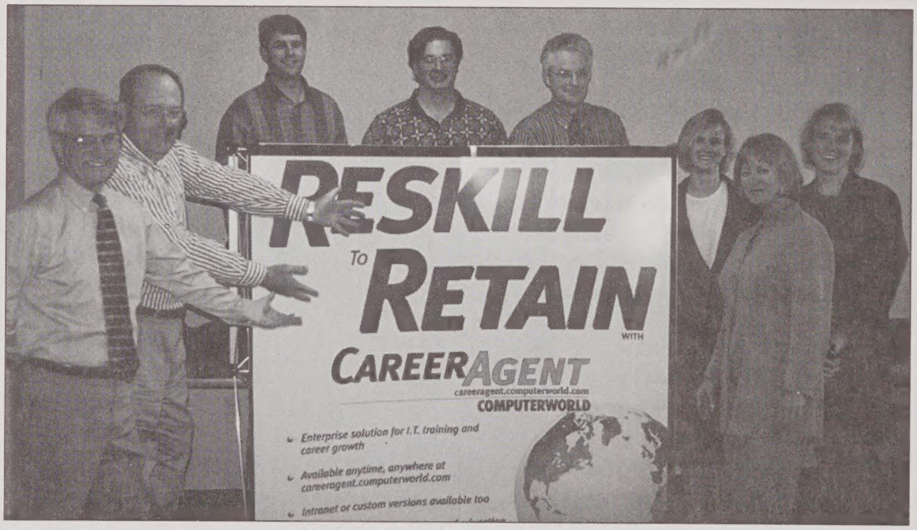
The biweekly magazine will have an initial controlled circulation of 27,500 subscribers and an average page count between 64 and 80 pages. The readership consists of IT managers and general management in Netherlands-based companies .

News and solution-oriented stories for the enterprise will be the main focus of *InfoWorld Nederland*. "The Dutch edition of *InfoWorld* will be modeled after the well-established American editorial formula. We are very confident that our new magazine fulfills an important need for IT-related information in the Dutch market," said **Paul Molenaar**, general manager of IDG Netherlands and publisher of *IW*

• CONTINUED PAGE 4 •

CW's CareerAgent Features Web Tools For Building IS Careers

Training and education database provides more than 4,000 resource offerings


RESKILL
To
RETAIN
WITH
CAREERAGENT
careeragent.computerworld.com
COMPUTERWORLD
Enterprise solution for I.T. training and career growth
Available anytime, anywhere at careeragent.computerworld.com
Intranet or custom versions available too

IDG WORLD UPDATE

THE CAREERAGENT SALES AND DEVELOPMENT TEAM GATHERS AROUND ONE OF *its trade show displays. (From left): Vice President/Recruitment Advertising* ***John Corrigan****,* ***Bob Wysocki*** *(development),* ***Chip Zaborowski*** *(sales),* ***Frank Sequeira*** *(development),* ***George Radford*** *(development),* ***Toni O'Connor*** *(sales),* ***Kaye Sharborough*** *(sales) and* ***Sue Hammond*** *(sales).*

Computerworld, Inc. has launched an innovative Web-based tool to give information technology professionals an easy way to find IT and business skills training and build successful careers. CareerAgent is at http://careeragent.computerworld.com.

Anyone with Internet access can tap into CareerAgent's Training and Education Database, the first component of CareerAgent to be released, at no charge. Training providers such as Learning Tree International, Wave Technologies, Boston University Corporate Education Center and Interpersonal Technology Group populate the database with course descriptions and registration information for a fee based on an annual marketing agreement.

The more than 4,000 career resource offerings in the database include public

• CONTINUED PAGE 5 •

IN BRIEF

South African PC Users Get Local Version of *PC World*

MEMBERS OF THE SOUTHERN AFRICA PC WORLD TEAM POSE *with a mock up of the premiere issue. From left:* ***Simon Gotley****, advertising manager;* ***Lara Solomi****, editorial production and layout;* ***William Coates****, editor; and* ***Patricia Scholtemeyer****, general manager.*

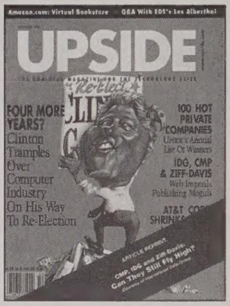
In a move designed to capitalize on the global strength of the *PC World* brand, IDG's South African licensee this month relaunched its two-and-a-half-year-old *Software World* as *Southern Africa's PC World.*

Although the publication has always carried editorial content from its U.S. namesake, the *Software World* name was not well recognized by overseas advertisers, noted IT Media General Manager **Patricia Scholtemeyer**. The publication, which is sold on newsstands throughout the region, competes against six locally produced PC publications as well as numerous imported PC magazines.

IT Media also announced this month that it will launch *Intranet Magazine* in January. The publication, which will initially appear as a monthly supplement to the company's very successful *Network World* publication, will target networking professionals responsible for developing and implementing intranets. In addition to the above titles, IT Media, which has been a licensee of IDG since 1992, also publishes *Computing S.A.* 🖶

THE NETWORK WORLD STAFF *is already hard at work prepping the first issue of Intranet Magazine for its January debut. From left:* ***Jocelyne Bayer****, editor;* ***Annali Fraser****, editorial production and layout;* ***Mandy Howorth****, administrative assistant;* ***Fred van de Werken****, assistant editor;* ***Jackie Renwick****, advertising manager.*

Upside Article Profiles IDG



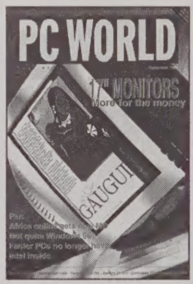
The October issue of *Upside* examines the prospects of the three leading IT publishing companies in the U.S. and their outlook for continued success in the age of the Internet. The article "CMP, IDG and Ziff-Davis: Can They Still Fly High?" has been reprinted by IDG Marketing Services and is available to interested employees.

If you would like a copy, you may contact **Kathy Day** at IMS via e-mail at kathy_day@idg.com or fax: 415-705-6421.

New IDG Licensee Presents *PC World East Africa*

Upstart Limited, a publishing firm based in Nairobi, Kenya, launched the first issue of *PC World East Africa* in September.

IDG had previously worked with another Kenyan publisher that produced *East Africa Computer News*, but IDG rescinded its license due to the company's infrequent publishing schedule and other difficulties.



Upstart had published *MICRO Computer Guide* for the past year and agreed to relaunch it under the *PC World* brand.

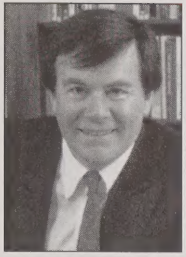
PC World East Africa circulates in Kenya, Uganda and Tanzania with a total readership of 16,000. According to Editor-in-Chief **Harry Hare**, his company's original IT title had gained much industry goodwill and was regarded as the only reliable source of information on IT in the region. He felt that the alliance with *PC World* would only enhance the publication's reputation.

More than 150 IT executives whose companies account for 87% of total IT spending in the region attended the launch event in Nairobi on Oct. 2.

CORRECTION

Question No. 10 of the "ITrivia" contest on page 8 of the Oct. 21 *IDG World Update* contained an error. IDG Netherlands' *Computer!Totaal* is part of the *PC World* product line. IDG Netherlands does not publish a *Computerworld* title. It is, however, launching *InfoWorld Nederland* this week.

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q I read that IDG has established a Global Product Support Center for computer reseller publications in Paris. What are IDG's plans in the reseller publication field?

A The arrival in the market in the last few years of low-priced PCs and the emergence of network computers and information appliances will dramatically increase the number of computers being sold and the channels for their distribution. Also, new technology such as electronic commerce on the Internet will cause a restructuring of traditional computer distribution channels. As a consequence, IDG now has a rapidly-expanding family of computer reseller publications, such as *Reseller* in Australia, *Computer Partner* in Germany, *Dealer World* in Spain, and *Distributique* in France (which is now celebrating its 12th anniversary). Several additional computer reseller publications are in preparation at various IDG business units.

In a recent issue, you contrasted the success of the Macworld Expo vs. IDG's earlier attempts with a PC World Expo. Overall, how important are expositions to IDG's mission, and do you expect the percentage of IDG's revenue coming from expositions to change in the future?

Expositions are a very key part of fulfilling IDG's mission to provide the most effective information services about information technology. The increasing role of computer graphics, animations, and multimedia technology in the application of computers make expositions, more than ever, a very key part of the marketing process of the IT industry. IDG held its first computer exposition 25 years ago. The number of expositions we hold each year has grown from 10-15 in the '70s, to 30-40 in the '80s, to 80-100 in the '90s. Expositions now account for 7% of IDG's revenue and 18% of its operating profit. By the year 2000, I expect expositions to account for 10% of IDG's revenue and 25% to 30% of our operating profit. I certainly encourage each of our publishers to consider organizing one or more expositions each year to serve the readers of each of their publications.

I recently read that Ziff-Davis is creating a business unit called ZD-TV and is planning to produce television programs for broadcast and cable. Does IDG have any plans to get into the TV business?

IDG operates through its business units in providing its information services. TV is one of the many alternative ways of providing information to people. IDG business units have a long experience with TV. *Computerworld* had a weekly television program in 1981. IDG business units in China, Hungary, Czech Republic, Russia, etc. have produced and broadcasted TV programs about computer technology and its use. In the U.S., *PC World* contributes to a TV program, Cyberlife, on the Discovery Channel, and *GamePro* has a weekly TV program distributed via cable TV. Generally, we find that TV seems to be effective in reaching pre-teen and teenage audiences. However, for adult audiences, TV's lack of random-access and interactivity does not make it as attractive a media as print, CD-ROM or online services for providing IT-related information.

What do you think about Softbank's recent purchase of a majority stake in Kingston Technology for $1.5 billion? How will this affect the competition between IDG and Softbank in the future?

Softbank's purchase of Kingston Technology, a memory board manufacturer, caused considerable concern and confusion in the financial community. It was a sharp departure from Softbank's previously stated strategy, which was to build a global sales promotion and distribution infrastructure for the IT industry. Softbank's purchase of Kingston Technology indicates they have switched strategies and now intend to manufacture the products that they sell vs. distributing the products of other IT firms. The Industrial Bank of Japan, one of Softbank's largest shareholders and bankers, has just announced that because of this sudden change in Softbank's policy, they can no longer support the company and are planning to sell off the shares they hold in Softbank and discontinue loans to that company.

I noticed that smaller publishers, such as the publisher of *Wired* magazine, are planning to make a public offering of about 20% of their shares at a high evaluation — equal to nearly 10 times their current annual revenue of $30 million. This seems like a very cheap way to raise $60 million as working capital to launch new products and/or expand the scope of current activities. Since many IDG publishing business units are equal to or larger than *Wired* in revenue and are making profits rather than the losses that *Wired* is experiencing, would it not be sensible to have these business units tap into the public market and add a lot of cash to their fuel tanks?

IDG is considering a public offering of shares in one or more of its business units within the next 12 to 24 months. IDG's decentralized style, in which each business unit has its own CEO and operating management and reports to its own board of directors, facilitates this independent evaluation. Most investors are looking for companies positioned for rapid annual growth with improving profit margins in the years ahead. So, the units selected will have to have clear prospects for rapid and profitable growth in expanding markets.

In fact, one of our business units, Interactive Services Group, is currently accepting investments from investment bankers and a strategic partner as an intermediate step toward a public offering within the next two years.

ANALYZING THE COMPETITION

Launching *InfoWorld Nederland* on the home turf of European publishing giant VNU is not for the faint of heart. But IDG Netherlands Managing Director Paul Molenaar and his staff are ready for battle. Molenaar shared some thoughts on competing with VNU:

"We're quite experienced in dealing with VNU by now. In fact, some of our senior staff, including me, have been employed by VNU in the past. So we have a good sense of the organization and its strengths and weaknesses.

VNU's strength is that it's a good publishing company with a good reputation and a strong portfolio. One weakness is that it's a very diversified company (television, consumer weeklies, regional newspapers, trade publications, to name just a small part of the portfolio) and attention has been very much directed at television over the past years.

The second weakness has been to underestimate us, but this is now a thing of the past. VNU has already responded to *InfoWorld Nederland* by removing a bi-weekly from the market and launching the Dutch version of the U.K. bi-weekly *Network News*. This title is launching just one day prior to ours.

And, VNU is quite aggressive in its pricing strategies, to say the very least. It is VNU's assumption that if it goes rock bottom, we will withdraw. But this is not a fight over advertising prices, this a fight for the reader. Yes, VNU will certainly be able to influence variables in our spreadsheet, but the publication with the more precise focus and most valuable content for the reader will win. Never fight your opponent on the same set of rules — define your own fight."

PC World Hong Kong Seeks Editor

IDG Hong Kong is looking to fill the post of editor at *PC World Hong Kong*. The editor, with the support of a small team, will have overall responsibility for the monthly English-language publication, which provides readers with guidance on purchasing, using and planning for PC technology.

Candidates must have a proven editorial track record including at least three years of senior journalistic experience and a thorough knowledge of PC technology and issues. Resumes, samples, and salary requirements may be sent to:

The Publisher
IDG Communications (HK) Ltd.
1011-15 Mount Parker House
1111 King's Road
Quarry Bay
Hong Kong

Internet: idgcomms@hjk.super.net
Tel: 852-2861-3238
Fax: 852-2861-0953

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Nederland.

Molenaar said there has been "enthusiastic reaction" from leading IT vendors and IT professionals. "The *InfoWorld* brand name and the values that it stands for are very well recognized in the Netherlands," he said.

This recognition is in part the result of *InfoWorld* U.S. President **Jim Martin**'s strong support for the Dutch *InfoWorld*.

Recalled Molenaar with amazement about the speed of the process: "One Friday afternoon I told Jim I'd like to start sending out U.S. versions of *InfoWorld* to get customers more acquainted with the brand. The very next Monday the first shipment arrived, and we began sending out copies every week. This resulted in an incredibly positive effect on brand awareness before we made our first sales call. That is IDG at its best!"

Potential readers have been sent a letter describing the new publication and a qualification form. Those who don't respond receive a call from a telemarketer who explains the publication's features in more detail. So far, the reader response rate is an unprecedented 80%.

Experienced staff

An experienced editorial staff of Dutch journalists and lab technicians is going to provide local news, features and extensive product tests that can't be found in any other Dutch IT publication.

"IT managers in the Netherlands want local news as well as news originated in the U.S. and the Pacific Rim. We offer them the best of both worlds. The IT manager is pretty much aware of the problems he faces when he has to decide what to buy and how to implement it. He is looking for alternatives and solutions. We provide those in a concise and clear format," said **Paul Teixeira**, editor-in-chief of *InfoWorld Nederland*.

The contact between the Dutch and the American teams is good, Teixeira added. "We recently spent some time with *IW* Editor-in-Chief **Sandy Reed** and her staff in California. *InfoWorld* U.S. is giving us every possible support. Our visit was very informative and inspiring. We were impressed by the professionalism and thoroughness with which they operate."

An electronic version of *InfoWorld* is due a couple of weeks after the launch of the print version. Readers and other people without a subscription to *IW Nederland* will have to register in order to get access to the Internet edition. "We are looking at ways to offer readers added value," Molenaar said. "A premium service on top of the 'accessible for all' service could fit that description. Electronically as well as in print, *InfoWorld Nederland* is going to make waves in the Dutch IT community."

Thanks to Paul Teixeira for contributing this article.

Job Opportunities
Monday, October 28, 1996

Department Assistant, Part-Time (IDG/IMS)

The primary responsibilities of this individual will be to assist the operations department, manage the media library, assist the sales force, and to provide general administrative support. We are looking for a highly organized, people-oriented person to assist our fast paced office. Strong customer service and communication skills are necessary. Office experience and knowledge of Macintosh are required. Knowledge of Excel and Word is desirable. Foreign language is a plus. This is a part-time position. Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Operations Coordinator (CW)

The individual in this position will provide support to the Vice President of Regional Sales and Sales Operations Manager. Additional responsibilities include managing and producing various reports, planning and managing events, and other marketing projects. Candidate must be goal oriented with a desire to work in a fast paced sales environment. Excellent communication skills are necessary. Two years of administrative experience and strong computer literacy in a Windows environment and a BA preferred. Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Research Analyst, LAN (IDC)

The individual in this position will be responsible for a variety of research projects including public vendor financial analysis, end-user surveys, vendor surveys product announcements and vendor profiles. The analyst will also provide inquiry support for all clients. Requirements include strong writing skills, ability to communicate with clients, financial analysis capabilities, and the ability to learn new markets. Previous experience in LAN and/or data communications markets a plus. Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

International Sales Associate (IDG/IMS)

The individual in this position will be supporting the sales efforts for IMS-International. This person will be a liaison with IDG's international offices, service advertiser's needs and advertising schedules, do rate quotes, book advertising with international publications, interact with clients via telephone, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills and a client-service attitude. The ability to work independently and communicate clearly, both verbally and in writing is critical. Must be MAC literate and have a college degree. Publishing or advertising experience desired. Foreign language ability a plus, but not required. Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Copy Editor (NW)

Network World is seeking a copy editor to join our dynamic and hard working copy editing team. Responsibilities include editing section, news, and feature copy on-line, proofing pages and editing graphics. 1-2 years experience necessary. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Advertising Traffic Coordinator (PCW)

Responsibilities include: entering ad material information into TRS database system; creating ad log and checking incoming ad materials; checking all ad materials for adherence to specifications as well as checking printer bluelines; instructing printer of all changes made to ad film and placement of Reader Service numbers; and maintaining accurate records of all material extensions and changing orders. Must have experience with Mac and PC operating platforms and be familiar with Quark Express, Word, and Excel. Location: San Francisco, CA
Contact: N. Maudsley, Fax: 415-978-3205, Phone: 415-978-3310, Email: -NA-

Assistant Art Director (PCW)

The individual in this position would serve as a junior-level manager to the art department. Responsibilities include design ongoing editorial material as assigned by the art director, prepare design prototypes and redesign solutions, budget and assign artwork, and supervise freelance staff as necessary. Requirements are high-level desktop skills, good communicator and experience assigning illustration and photography. Highly motivated self-starter with at least 5 years experience preferred.Location: San Francisco, CA
Contact: R. Kanes, Fax: 415-974-7316, Phone: 415-978-3333, Email: robert_kanes@pcworld.com

Editor (PCW - Hong Kong)

The individual in this position, with the support of a small team, will take responsibility for the planning and running of our monthly English PC magazine, providing guidance on buying, using, and planning for PC technology. To qualify, you will have a proven track record with 3+ years of senior journalism experience and a broad knowledge of PCs. Please send your resume, work samples, and expected remuneration to: The publisher, IDG Communications (HK) Ltd., 1011 Mount Parker House, 1111 King's Road, Quarry Bay, Hong Kong. Location: Hong Kong
Contact: M. de Almeida, Fax: 011-852-2861-0953, Phone: 011-852-2861-3238, Email: idgcomms@hk.super.net

Temporary Positions (IDG)

We are recruiting for temporary administrative help to be part of our in-house temporary pool - TempWorld. This temp pool will be serving business units in the Framingham, MA area. Responsibilities include: data entry, customer service, answering phones, putting together mailings, filing, faxing, and other administrative duties as needed. Excellent organizational and communication skills a must. Experience with Microsoft Office products a must, Lotus Notes preferred. Assignments will be located in Framingham, MA.
Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

Visit the IDG home page at www.idg.com for a complete list of job openings across IDG!

Week of October 28, 1996

BU	Category	Title	Location	Contact	Phone	Fax
CCI	Prod	Project Coordinator/Customer Service	Cambridge, MA	J. Engel	P: 603-924-7271	F: 603-924-7013
CCI	Sales	Sales Director	NH and MA	J. Engel	P: 603-924-7271	F: 603-924-7013
CIO	Admin	List Rental Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Admin	Sales Assistant	Fairfield, NJ	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Finance	Accounting Clerk	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Public Relations Manager	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
CIO	Sales	WebMaster Telemarketing Representative	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Art/Design	Graphic Designer, News	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Edit	Copy Editor, Temporary	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	Edit	Photo Researcher/Editor	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Edit	Staff/Senior Writer	Framingham, MA	T. Keefe	P: 508-879-0700	F: 508-875-8931
CW	HR	Human Resources Manager	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Mktg	Marketing Assistant	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Operations	Operations Coordinator	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executive	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Advertising Sales Assistant	Rochelle Park, NJ	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	District Sales Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	District Sales Manager	Waltham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	District Sales Manager (2)	TX & GA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Manager/Demographics Edition	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Sales Assistant	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Sales Associate	Waltham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Sales Associate	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Systems	Client/Server Applications Developer	Framingham, MA	R. Wysocki	P: 508-820-8162	F: 508-875-3202
CW	Systems	Help Desk Technician	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Systems	Manager of Software Development	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Systems	Programmer Analyst	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
ExecuTrain	HR	Benefits and Compensation Coordinator	Atlanta, GA	L. Maloney	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Course Developer	Atlanta, GA	P. Bums	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Technical Course Developer	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
FCW	Mktg	Director of Marketing	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	PR	Reporter	Falls Church, VA	J. Connelly	P: 703-876-5115	F: 703-876-5126

Week of October 28, 1996

BU	Category	Title	Location	Contact	Phone	Fax
FCW	Sales	Sales Assistant	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Sales	Sales Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	Library Assistant, Part-Time	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Copy Editor, Second Shift	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Proofreader (2)	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Finance	Billing Accountant	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Finance	Sales Analyst	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Part-Time Internship	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Part-Time Internship, Personal Systems	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Prod	Analyst Liaison	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Prod	Desktop Publishing Specialist	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Consulting Manager, S3 Group	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Director, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Manager, Vertical Industry Applications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Mobil Technologies Research Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Product Manager, CD-ROM	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Prog Mgr, Software Support&Integration Services	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Analyst, Government Market Services	Falls Church, VA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Analyst, LAN	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Analyst, Personal Systems	Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Assistant, PT	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Director, Services	Europe	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr Analyst, Information Access Tools Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Research Analyst, Tape Storage	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Sales Director	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Systems	Applications Development Specialist	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Systems	Group Operations Coordinator, IS Group	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Education Mkts	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Research Analyst, New Media	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	Admin	Part-Time & Temporary Positions	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
IDG	Finance	Accountant	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Credit Analyst	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600
IDG	Legal	Paralegal	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Systems	Programmer Analyst	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600
IDG Global Comm.	Systems	Systems Specialist	San Mateo, CA	J. DeBalko	P: 415-312-0565	F:
IDG/B	Admin	Exec Assistant-VP of Emerging Markets	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Admin	Exec Assistant-VP, US Trade & Channel Mktng	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Edit	Acquisitions Editor, Dummies	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Project Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Expo	Events Coordinator, Channel Marketing	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Finance	Director, Financial Analysis and Planning	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mgr	Acquisitions Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Mgr	Manager, Order Services Development	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Mktg	Director of Brand Marketing	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg	Marketing Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	On-Line	Web Content Manager	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Operations	Community Events Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Prod	Project Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Direct Account Executive	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	International Sales Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	Product Technical Support Representative, PT	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Site Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	System Analyst	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	Systems Analyst	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Systems Analyst	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/CSC	Exec	Circulation Development Manager	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSC	Exec	General Manager, IDG Web Advertising Service	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSC	Exec	Publisher, Web Shopper	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSC	Finance	Corporate Finance Specialist, PT	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Admin	Department Assistant, Part-Time	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	On-Line	Web Designer	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	Director of International Accounts (2)	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	Director, National Accounts	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	Director, National Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	International Sales Associate	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	International Sales Associate	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Sales	Ad Sales Coordinator	Boston or San Fran	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Sales	National Online Ad Director/TipWorld	Boston or San Fran	S. Brown	P: 508-935-4099	F: 508-935-4600

Week of October 28, 1996

BU	Category	Title	Location	Contact	Phone	Fax
IDG/Rsch	Rsch	Computer Industry Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Assistant, Part-Time	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Associate, Advertising Analysis	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IFTW	Admin	Receptionist	San Mateo, CA	J. Harvey	P: 415-286-2512	F: 415-349-5279
IFTW	Circ	Dir. Circulation, GamePro Media Group	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Edit	Editors and Internet Specialists	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Mktg	MarCom Manager, GamePro	San Mateo, CA	C.Sandor	P: 415-286-2515	F: 415-349-1598
IFTW	On-Line	Online Content Editor, GamePro Media Group	San Mateo, CA	J. Fisher	P: 415-286-2591	F: 415-349-5279
IFW	Admin	Office Service Coordinator	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Circ	Circulation Specialist	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Editorial Assistant	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Reviews Editor	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Editor, Enterprise Solutions Team	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Writer, Telecommunications	Washington, DC	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Expo	Conference Registrar	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Mktg	Advertising Manager/Enterprise Networking Edition	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Business Development Coord, InfoWorld Electric	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Director Recruitment Division	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFW	Sales	Sales Associate	Rochelle Park, NJ	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Sales Associate (3)	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Systems	Analyst, Network Solutions Team	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Systems	Network Specialist, IS Department	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Systems	Reviews Analyst	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IPS	Edit	Assistant Editor	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Editorial Assistant	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
ISG	Admin	Customer Support Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Admin	Executive Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Art/Design	Designer	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Edit	Managing Editor, Club Production	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Finance	Bookkeeper	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	On-Line	Web Programmer	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Prod	Production Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Systems	Database Programmer/Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Systems	Technical Analyst	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
MAC	Circ	Membership Manager	San Francisco, CA	A. Beitia	P: 415-974-7468	F: 415-442-0766
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	On-Line	Content Engineer, Online	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
MAC	Prod	Production Assistant, PT	San Francisco, CA	C. Neustadt	P: 415-978-3131	F: 415-442-0139
NW	Art/Design	Graphic Designer	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Edit	Senior Editor	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Exec	Vice-President, Information Systems	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	District Sales Manager	Rochelle Park, NJ	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Assistant	Rochelle Park, NJ	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Associate	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
PCW	Admin	Administrative Assistant	San Francisco, CA	K. Normandeau	P: 415-267-4578	F: 415-974-7316
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Admin	Advertising Traffic Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-978-3205
PCW	Art/Design	Assistant Art Director	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-974-7316
PCW	Circ	Director of Circulation	San Francisco, CA	T. Gewecke	P: 415-978-3153	F: 415-974-7316
PCW	Edit	Associate Editor	San Francisco, CA	C. Thornton	P: 415-974-7475	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Edit	Executive Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-974-7316
PCW	Edit	Executive Editor, News	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-974-7316
PCW	Edit	Staff Editor	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Exec	Vice-President, Business Development	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Rsch	Research Manager	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Account Manager	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Performance Analyst	San Francisco, CA	U. Diehlmann	P: 415-974-7429	F: 415-974-7316
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/WEB Magazine	Edit	Associate Editor	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-974-7316
PCW/WEB Magazine	Sales	Eastern Account Manager	New York, NY	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazine	Sales	Eastern Ad Director	NJ or NY	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW/WEB Magazine	Sales	Southwest Account Manager	Los Angeles, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
Publish	Edit	Copy Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Exec	Associate Publisher/National Sales Manager	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
Web	Edit	Associate Editor, JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
Web	Edit	Editor, SunWorld Online	San Francisco, CA	M. Cappel	P: 415-267-1725	F: 415-267-1732
Web	Sales	Sales Associate	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570

Volume 1, Number 5

October 28, 1996

IDG U.S. UPDATE

Incorporating
IDG World Update's
Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Network World Sales Team Marks 1996 Milestones

MADE IN THE SHADES. *The future is so bright for Network World that the sales staff donned sunglasses to plan for the 1997 selling season.*

Network World's sales team converged at the Networld+Interop show in September for its annual sales meeting. There were a number of 1996 sales milestones to celebrate, including:

• The successful launch of *IntraNet Magazine*, the highest revenue-generating supplement in *Network World* history.

• The perfect-bound 10-year anniversary issue, the biggest issue in *NW*'s history.

•CONTINUED PAGE 2•

TipWorld's Daily Circulation Hits 300,000

TipWorld (http://www.tipworld.com), the Internet's No. 1 source for computer tips, news and gossip, last week announced that the circulation of its daily newsletters has grown to more than 300,000 after just seven months on the Web. Co-published by the IDG Newsletter Corp. in Boston and PC World's Online Services Group, based in San Francisco, TipWorld now stands toe-to-toe with the top two online computer publishers in reaching the highest number of online users each business day. TipWorld distributes information to its users via e-mail about their choice of 15 topics including Microsoft Windows 95, Netscape Navigator, Microsoft Internet Explorer, Microsoft Windows NT, Lotus SmartSuite and Cool Web Sites. TipWorld is unique in that it exploits the broadcast capabilities of the Web, delivering its tips to subscribers via e-mail.

For more information contact ***Scott Danish*** *at 415-978-3226 or* ***Joe Pierce*** *at 617-482-8470.*

That's the Ticket!

IDG WORLD UPDATE

A GROUP OF IDG NEWS SERVICE STAFF AND MEMBERS OF *InfoWorld's Boston bureau who are sharing a pair of Celtics season tickets donated two sets of tickets to the Big Brother and Big Sister associations of Boston. Above,* ***Sari Kalin****, U.S. correspondent for the IDG News Service, presents the tickets to Jody Moody of the Big Brother Association, while other members of the group look on.*

IDG WORLD UPDATE's

Local Loop

FOR SALE

- **Slipcovers**. Made for large couch and loveseat. Off white, brand new from *Domestications* catalog. $125.

  - Bobbie Cruse, Network World
  508-820-7444

- **16ft. Sunbird 1990 Bowrider**. 70HP Johnson motor, power trim and tilt, oil-injected, pull-out stereo, depth finder, skis, kneeboard, matching trailer. Looks and runs great! Price reduced to $5,600 or best offer.

  - Maureen Page-Preble
  IDG International Publishing Services
  603-329-7118 (after 5 p.m.)

MARRIAGES

- **Catey Truman** (IDG Marketing Services) and **Jeff DeBalko** (IDG Global Communications) were married on Sept. 28 in Rutherford, Calif.

- **Debbie Sharpe** (IDG Books Worldwide) married Mike Stailey at the Las Vegas Wedding Gardens on Sept. 14, after which the couple departed for a Hawaiian honeymoon.

- **Melinda Brennan** (FCW Government Technology Group) married Eric Young at the University of Maryland, Main Chapel, on Sept. 7.

BIRTHS

- Laura Mae Ford, daughter of **Bob Ford** (IDG Newsletter Corp.) and his wife Dana, arrived on Sept. 18, weighing 7 lbs. 4 oz. and measuring 20 1/2 inches.

- **Victoria Gonin** (Computerworld) and her husband Xavier welcomed their third son, Sebastian Paul, on Sept. 21. Sebastian weighed 7 lbs. 10 oz. and was 19 3/4 inches long.

NETWORK WORLD

continued from front

- Sept. 1996: the largest sales month in *NW* history.
- The successful launch of NW Fusion: 50,100 registered qualified users and 20 paid advertisers.

Six outstanding sales people were recognized for their achievements over the past 12 months:

Nancy Robinson, Northeast district manager
"Salesperson of the Year"

Amy Bartulis, Southwest district manager
"New Business Champ"

Cynthia Schaeffer, Northwest district manager
"Brand Master"

Paula Connor, Northwest district manager
"Yield Master"

Jacqui DiBianca, Mid-Atlantic senior district manager
"Page Master"

Mike Hyatt, formerly district manager, Mountain region
"Market Share Master"

Send your ads in by Nov. 12 in order for them to appear in the Nov. 18 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

____

Your name: ______________________________

Business unit: ____________ Tel: ____________

Send to *IDG World Update* at fax: 617-423-0712 or via the Internet at: world_update@idg.com

CAREERAGENT

continued from page 1

CAREER AGENT
careeragent.COMPUTERWORLD.com

seminars, computer-based training, certificate programs, books, videos, journals and trade articles, conferences, professional society memberships and more.

"CareerAgent's Training and Education Database represents the first release of many for CareerAgent," said **John Corrigan**, vice president of Computerworld's Professional Development Group. "Future updates of CareerAgent will allow IT professionals to assess their learning styles, identify competencies and skill gaps, map a career path, focus on needed training, receive updates of relevant new training via e-mail, and save their entire career profile for updating over time."

Enhanced versions

The enhanced versions of CareerAgent will be unveiled over the next few months. Those planning components, which will be available through corporate subscriptions, will enable IT managers and human resources professionals to assess where their IT employees are in their careers, how those employees can most benefit the organization, and how managers can match people with organizational needs.

Corporate subscribers, who can implement CareerAgent on an intranet, will also be able to enhance the Training and Education Database to include internal, company-specific training.

Computerworld generated interest in CareerAgent with a four-color advertising campaign in the Oct. 7 and Oct. 14 issues of the publication. The Professional Development sales staff is also on the road demonstrating early versions of the CareerAgent planning tools and soliciting corporate subscriptions. The primary focus now, however, is adding providers to the Training and Education Database.

For more information contact Marketing Director ***Derek Hulitzsky*** *at tel: 508-620-7705, fax: 508-875-3202 or e-mail derek_hulitzsky@cw.com.*

CW PROFESSIONAL DEVELOPMENT GROUP MARKS REVENUE MILESTONES

Computerworld's Professional Development Group embarked on FY97 bolstered by a highly successful and growth-oriented FY96.

***CW*'s recruitment advertising business has expanded over the past few years, and FY96 was no exception. The division was $1.5 million over plan this year. To maintain the momentum, the group increased from 10 to 18 salespeople, with four of those individuals devoted to the new CareerAgent project.**

The Professional Development Group also contributed to two recent record-breaking special issues of *Computerworld*. The 10th annual IS salary survey issue, which reports the salaries for 25 IS job titles by industry and size of company, collected $656,000 in recruitment ad revenue this year, up 27% from last year.

"The salary survey issue is particularly attractive to recruitment advertisers, and we take full advantage in making this a blockbuster issue," said Marketing Director Derek Hulitzsky. "It produces significant revenue in what is perceived to be a holiday issue [Labor Day in the U.S.]." This year's issue appeared on Sept. 2.

***Computerworld*'s annual *Campus Edition*, which is being distributed this week to students on more than 170 college campuses with the most highly industry-rated IS degree programs, was another stellar issue for the department. Recruitment advertising in the Oct. 31 issue topped $500,000, bettering last year's mark by 41%.**

The success of the *Campus '96 Edition* led to the decision to increase the frequency to semi-annual, with April and October dates slated for 1997.

The division's prosperity can be attributed to a number of factors, including improving its marketing efforts and implementing a new contact management system to enhance the salesperson/customer relationship. However, according to Vice President/Recruitment Advertising John Corrigan, the reason for the group's success is basic: "We set our goals, communicate them, and vest everyone in exceeding those goals."

IDG Journalists Invited to News Service Newsroom at Comdex

Journalists from any IDG publication who are attending Comdex/Fall in Las Vegas Nov. 17-22 are welcome to use the facilities of the IDG News Service newsroom.

The newsroom will be in rooms 818 and 820 at the Royal Hotel & Casino on Convention Center Drive, directly across the street from the Las Vegas Convention Center. Journalists may use telephones, a fax machine and desktop PCs, plus phone lines for making modem connections back to the home office.

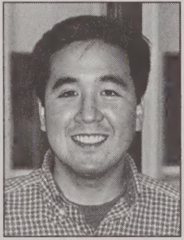
For more information contact ***Elizabeth Heichler*** *at tel: 617-423-0234.*

NOTEWORTHY

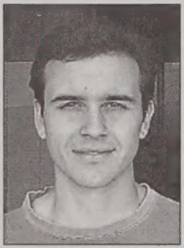
PROMOTIONS

Bob McCullough, previously research analyst, has been promoted to senior analyst within IDC's Corporate Computing: Vertical Views program. "Bob has shown himself to be committed to all aspects of his job, including launching a new industry insight series, tackling the job of updating our quarterly data files, working on an increasing number of consulting projects and delivering a high level of customer service," said Program Manager **Carey Azzara**.

Also at IDC Framingham, IDC Analyst **Elisabeth Rainge** has moved up to senior analyst in IDC's Computer Networking Architectures program. "Elisabeth is recognized within the industry as an expert in remote access, TCP/IP and SNA client communications and does an excellent job of juggling the many commitments of an IDC analyst," said Program Manager **Lucinda Borovick**.


IMAHIRO

James Imahiro, a senior research analyst and two-year veteran in IDG Research Services' West Coast office, has been promoted to market research manager. "James has secured a reputation with our internal IDG customers, outside clients, and research suppliers for having a solid understanding of the theory, practice, and management of the marketing research process," said **Gary Rocchio**, vice president/director of research.


MORRIS

FRANCIS MAO

PC Games in San Mateo, Calif., has named **Daniel Morris**, formerly the publication's editorial intern, to the post of assistant editor. Daniel will handle assorted editorial duties, including reviewing the writing of various contributors. As a further challenge, Daniel will balance his new responsibilities with completing his senior year at San Jose State University.

Brian Roy, previously director of operations for Event Travel Services in Dedham, Mass., has been promoted to vice president of operations. "Brian's team spirit and limitless dedication are just a couple of the many qualities that have led to his promotion," said President **Diane Shargabian**.

NEW EMPLOYEES

ALDREDGE

FRANCIS MAO

PC Games welcomes **Linda Aldredge** as a production intern. Linda is a senior and a graphic design major at San Francisco State University. She is also the art director of *PRISM* magazine and enjoys designing clothing and jewelry in her spare time.

InfoWorld Events Manager **Tim Ortiz** was previously the marketing manager at Global Interactive, an Internet content provider. He has a B.A. in marketing from San Jose State University and spends his free time with his children and exercising.

IDG Marketing Services welcomes **Alessandra Glahome** to the newly created position of director of international accounts/Latin America. Alessandra will be based at the IDG Miami office, and her primary responsibilities will be dedicated sales and representation of the Latin America *Computerworld* product line in the South Florida area. She most recently served as advertising sales manager for *Latin Finance*, where she handled the IT accounts. A graduate of the University of Miami, Alessandra was a member of the university's championship varsity tennis team.

Steven Lee has signed on as an electronic publications specialist at IDC after serving as a temp in the department. He Steven has a B.A. in English from the University of Massachusetts/Amherst and enjoys fly fishing, sailing and hiking in his spare time.

Annika Alford has joined IDC's Latin American Research Group in Mountain View, Calif. She was previously an industry manager at Frost & Sullivan. Annika has a master's degree in international management, with a concentration in Latin America, from the University of California/San Diego. She spends her free time getting to know the Bay Area and hiking.

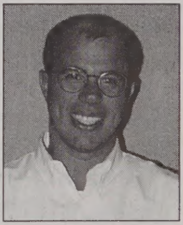
After working as an independent consultant and editor, **John Benak** has been hired as a research analyst at IDC Government in Falls Church, Va. John has a B.S. in social psychology from Michigan State University and spends his off hours writing (medical research and fiction), cooking and cycling.

TRANSFERS

SULLIVAN

IDG WORLD UPDATE

Jim Sullivan, formerly a senior accountant at the IDG Accounting Dept. in Framingham, Mass., has joined IDG International Publishing Services in Boston as business manager. He has a degree in accounting from the University of Massachusetts/Dartmouth.


BARON

IDG WORLD UPDATE

Jonathan Baron, who for the past year worked at IDG Framingham as global Notes administrator, has joined IDG International Publishing Services as a Notes administrator. Jonathan has a B.A. in communication from the University of New Hampshire and enjoys traveling, dining out and exercising in his free time.

WHO'S NEW IN YOUR OFFICE?

All business units worldwide are welcome to send information for the Noteworthy page to *IDG World Update* at world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Cirilo Lopez - IDG Mexico

FOURTEEN YEARS
Preben Engell - IDG Denmark
Miguel Hermosell - IDG Spain

THIRTEEN YEARS
Valerie Shanks - IDG Spain

TWELVE YEARS
Kalman von Vajna Nagy - IDG Venezuela
Lene Sekjaer - IDG Denmark
Jose Villacorta - IDG Spain

NINE YEARS
Thalia Ohara - PC World

EIGHT YEARS
Claudio Ceriani - IDG Italy

SEVEN YEARS
Lisa Zimmerer - PC World
Maria Luisa Romiti - IDG Italy
Bruno Agostini - IDG Italy
Scott Tanner - InfoWorld
Yoshitomo Fukuda - IDG Japan
Angeles de la Marca - IDG Spain

SIX YEARS
Nurcan Türköz - IDG Turkey
Donna Kent - InfoWorld
Cornelia Krämer - IDG Germany
Marianne Kondrup - IDG Denmark

FIVE YEARS
Hakan Kaynaroglu - IDC Turkey
Yukiyo Hosoya - IDG Japan

FOUR YEARS
Nadia Maudsley - PC World
Mediha Gramos - IDC Turkey
Alessandra Dainotti - IDG Italy
Simona Varisco - IDG Italy
Cristina Cinquini - IDG Italy
Lia Lorenzano - InfoWorld
Michele Gerus - IDG
Søren Adelkvist - IDG Denmark

THREE YEARS
Heidi Wolff - PC World
Rebecca Neeley - Publish
Anita Dennis - Publish
Matthew Tam - IDG Hong Kong
Heidi Austad - IDG Norway
Heike Gessert -IDG Germany

TWO YEARS
Esra Basoglu - IDC Turkey
Diana Conover - IDG Books
Mark Owens - IDG Books
Carla Lieberman - PC World
Robert Fink - Computerworld
Sabine Mayer - IDG Germany
Ebba Jung - IDG Germany

ONE YEAR
Beat Welte - IDG Switzerland
Stuart Dale - Computerworld
Sean Kaldor - IDC
Maureen Adema - IDG Books
Christine Meloy Beck - IDG Books
Kimberly Jo Wafer - IDG Books
Charlotte Maywald - IDG Books
Robin Briskin - PC World
Jackie Goodman - Macworld
Stephen Jefferson - InfoWorld
Victoria Nangle - IDG U.K.
Mary Scanlon - Computerworld
Martin Stein - IDG Germany
Anja Smeilus - IDG Germany
Constantin Schreyegg - IDG Germany
Kevin Williams - IDC Japan
Finn Morsing - IDG Denmark
Thomas Gunni Pedersen - IDG Denmark
Anne Mette Rasmussen - IDG Denmark
Hans Jørgen Christiansen - IDG Denmark
Michael Gernsoe - IDG Denmark

ADDRESS CHANGE

IDG Research Services' West Coast office has moved to a new location. The new address is:

244 California Street, Suite 407
San Francisco, CA 94111

Tel: 415-982-0263
Fax: 415-9882-1702

Winners Named in 1997 Photo Calendar Contest

Sifting through more than 200 entries in this year's Employee Photo Calendar Contest proved a challenge for the eight-member judging panel composed of art and design staff from *Computerworld*, *Network World* and *CIO* who deliberated long and hard before reaching a consensus. The judges included **Tom Monahan**, *Computerworld*; **Janell Genovese**, *Computerworld*; **Mitch Hayes**, *Computerworld*; **Nancy Kowal**, *Computerworld*; **Tom Norton**, *Network World*; **Rob Stave**, *Network World*; **Lisa Puccio**, *CIO*; and **Michael Siggins**, *CIO*.

This year's winners are:

First Place - $250
Roberta Rieger, IDG Books

Second Place - $150
Richard Willoughby, PCW

Third Place - $100
Pat Rickett, IDG Books

Derek Stordahl, IDG Books

Zhong Yu, IDG China

Nicklas Mattsson, IDG Sweden

Elena Senin, IDC Italy

Tony Olvet, IDC Canada

Oliver Lawrence, InfoWorld

Linda Boyer, IDG Books

Meryl Salter, IDC U.K.

Julie Dunn, InfoWorld

Congratulations to all the winners and many thanks to all who entered. All photographs will be returned within the next few weeks. Calendars are scheduled to be distributed to all employees by mid-December.

CELEBRATING 10

David Bromley

HOME: Cambridge, Mass.

JOINED IDG: April 1996, copy editor, *Computerworld*

CURRENT TITLE: Managing Editor, IDG Newsletter Corp.

OTHER STOPS ALONG THE WAY: News Editor, IDG News Service

MOST CHALLENGING PART OF MY JOB: Getting out of bed.

BEST PART OF MY JOB: It's downtown.

LATEST ACCOMPLISHMENT: Went up 15,000 feet in a small airplane, jumped out and lived.

JOINED IDG BECAUSE: I was unemployed and they asked nicely.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS?: Fear of being unemployed again.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Even if you can say something nice, don't say anything at all.

DREAM DESTINATION: Australia's Great Barrier Reef

WORDS TO LIVE BY: Expect less, accept more.

FANTASY JOB: Manager, Boston Red Sox (will settle for batboy).

FIRST JOB OUT OF COLLEGE: Sold men's shirts at Filene's.

IDG NEWSLETTER'S DAVID BROMLEY (RIGHT) RECENTLY DINED *at Boston's Ritz-Carlton as the guest of IDG Chairman* ***Pat McGovern*** *to mark the former's 10th anniversary with the company.*

BEST BOOK READ IN PAST YEAR: *Folly*, by Susan Minot

MANAGER'S PROFILE: "David Bromley is not only one of our better looking employees, but he's also extremely punctual. You can always count on David for a friendly smile when you're feeling down — and if that's not enough, he'll come through with a Chicklet or a shot of Jack, depending on your tastes. David doesn't like to brag about it, but he has a fantastic belt-buckle collection and he has never had a bad hair day, even during the humid summer of '92. And then there's the awe-inspiring ability to incorporate Chaucerian allusions into Lotus SmartSuite headlines. I could just go on and on..."

*- **Jim Welp**, executive editor, IDG Newsletters*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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November 4, 1996

FOUR IDG PUBLICATIONS TAKE HOME SIX AWARDS FROM FOLIO AWARD COMPETITIONS
PAGE 2

INFOWORLD'S JIM MARTIN GETS WEEKLY GIG AS TECHNOLOGY GURU ON LOG-ON TV
PAGE 4

DINNER FOR TWO AWAITS WINNER OF IDG CENTRAL'S ONLINE CONTEST
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Denmark's Web-Based Job Database Set to Launch

Job seekers in Denmark will soon have a new resource at their disposal thanks to an innovative Web site being launched by IDG Denmark. JobWorld.dk, which is set to debut in early December, is a fully searchable jobs database offering users the ability to search on various criteria including: job category, title, salary, area code and overseas or domestic location. The database will include a full spectrum of job opportunities — from retailing to engineering, IT to pharmaceuticals.

JobWorld
StillingsANNONCER
PersonPROFILER
ComputerWorlds store Internet database med stillingsannoncer, virksomhedsprofiler og personprofiler.
14 stillingsannoncer 17 personprofiler 7 virksomhedsprofiler

WHEN IT DEBUTS NEXT *month, JobWorld will contain close to 150 currently available jobs.*

After inputting the search criteria, a user will receive a list of jobs matching his or her requirements. Each job is accompanied by an electronic application form linked to the hiring company's e-mail box. Job seekers also have the option of filling out an online Personal

• CONTINUED PAGE 5 •

IBM Agency Taps IDG Marketing Services' Expertise at Strategy Session

IDC's global network springs into action to provide an up-to-the-minute snapshot of IBM in the worldwide market

IDG recently seized a unique opportunity to put its worldwide resources where its marketing message is, giving teeth to that message by graphically demonstrating to its largest client the unparalleled power of the company's global network.

Invited to address the 175 Ogilvy & Mather senior managers assigned to IBM's global account at a week-long strategy meeting held in Montreal in September, IDG Marketing Services tapped the expertise of 86 IDC analysts in 26 countries to develop a snapshot of the worldwide IT market and IBM's position in it.

> *"The fact that we pulled this off was really an impressive demonstration of the scope and value of IDG's resources around the world."*
>
> **Jeff Bodenmann**

Spearheaded by IMS Director of National Accounts **Jeff Bodenmann**, the project centered on data collected via a questionnaire developed by Boden-mann, IMS Director of Strategic Research **Scott Kleinman** and IDC Senior Vice President **John Gantz**. The questions focused on three general areas of concern for IBM and its agency:

- What are the most critical issues facing global IT customers?
- Which vendors are best positioned for leadership in key areas of IT?
- How does IBM stack up — both in the absolute and vs. the competition?

Adding to the challenge, the group had just three weeks to develop and distribute the questionnaire, receive the information from the field, compile and analyze the results and create a presentation for Ogilvy & Mather. "We really wondered if we would be able to pull this off given the constraints we were working under," Bodenmann said. "The fact that we did was really an impressive demonstration of the scope and value of IDG's resources around the world."

The survey's findings ran the gamut from the predictable — IBM remains the world's unquestioned leader among enterprise technology vendors with a software division that is larger than the whole of Microsoft and a PC business

• CONTINUED PAGE 5 •

IN BRIEF

IDG Publications Garner Six Awards in *Folio* Competitions

Four IDG publications took home six awards from the annual *Folio* magazine awards ceremony, held this year in New York City on Oct. 9. The awards encompassed design excellence, editorial excellence and the circulation direct marketing awards. While the editorial winners had been announced in August, the winners of the other two categories were unveiled at the ceremony.

- OZZIE AWARDS FOR MAGAZINE DESIGN EXCELLENCE
Category: Best Supplement, Annual or One-Shot-Trade
Gold Award: *CIO* (Dec. 15, 1995 - Jan. 1, 1996)
(Senior Graphic Designer **Michael Siggins** spearheaded the project with the support of the rest of the *CIO* art department.)

Silver Award: *Webmaster* (Sept./Oct. 1995)
(The entire art department contributed to the project.)

- EDITORIAL EXCELLENCE AWARDS
Category: Technology/Computing-Trade
Computerworld (**Paul Gillin**, editor-in-chief, representing the editorial department.)

Category: Technology/Information Technology-Trade
Network World (**John Gallant**, editor-in-chief, representing the editorial department.)

- CIRCULATION DIRECT MARKETING AWARDS
Category: New Business Subscription: Promotion-Direct Mail, Paid Circulation
Gold Award: Computerworld (**Paula Foss**, art director **Faith Marcello**, circulation promotion manager)

Silver Award: Computerworld (**Paula Foss**, art director, Brian Floor, copywriter/consultant)

CORRECTION

One question and answer in the Oct. 21 "IDG ITrivia" contest should be clarified. Questions No. 2 and No. 3 incorrectly list *Computerwoche* in Germany as the first *CW* to appear outside the U.S. In fact, IDG established a joint venture in Japan with Dempa Publishing and launched *Shukan Computer*, modeled after *Computerworld*, in February 1972. In 1982, IDG established a subsidiary in Japan and began publishing a wholly owned local *Computerworld* title.

Germany, however, was home to the first wholly owned IDG publishing office outside the U.S. and began publishing *Computerwoche* in 1974.

IDG News Service Image Bank Accepts First Deposit

ipex
96
Asia

The IDG News Service recently supplied its first original artwork for print and online publication. The photo, which appears at right, was taken by IDG News Service Asia Bureau Chief **Jon Skillings** and was picked up by both *Computerworld Hong Kong* and *Publish RBG*.

The IDG News Service Image Bank, which will soon be accessible from the News Service Web site (www.idgns.com) and via IDG Central, will ramp up slowly throughout the remainder of the year, according to IDGNS Editor-in-Chief **Rob Garretson**. "By early 1997, we hope to supply images to accompany some 10% to 15% of the News Service stories," Garretson said.

Plans call for the Web-based database to offer photos and infographics generated both by contributing IDG publications as well as News Service staff. Digital cameras will be distributed this month to News Service bureau staff in Hong Kong, Paris, Munich, London, San Francisco and Boston.

SHORT TAKES

IDG has terminated its license agreement with MICRO Publications in Lahore, Pakistan. The company ceased publication of *PC World Pakistan* with the August issue.

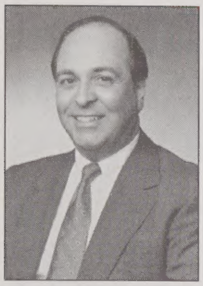
* * *

GamePro Online is one of America Online's top gaming sites. GamePro Onine's usage has gone up 360% since its inception this past May. GamePro's Web site (http://www.gamepro.com) is also one of the favorite attractions for gaming enthusiasts, with more than three million hits per month.

* * *

IDG Switzerland has planned a special edition of *Computerworld Schweiz* for that country's Client/Server '96 show in mid-November. "Object Oriented System Development" features interviews with prominent developers in the field. An additional 2,000 copies of the publication will be distributed to expo attendees.

ON LINE



JIM CASELLA

IDG'chief operating officer is this week's columnist.

Q It is surprising to me that my magazine has no Web page at the moment. Do you think that it is now necessary that every magazine must have a Web page to continue successfully?

A The Web has become a very important part of the marketing mix for many of our publications. Within IDG's decentralized culture, each business unit needs to decide on its own marketing strategy. I am certain that as your business unit prepares its FY97 plan, a decision will be made on how a Web presence would benefit your magazine's market position and, if appropriate, resources will be allocated to building a presence on the Web that is complimentary to your magazine's overall positioning in the market it serves.

A co-worker just joined another IDG publication for a big pay increase. Do business units coordinate compensation scales, or is that against the rules in a decentralized company?

Employees who are transferring from one business unit to another should only receive sizable increases if they are taking on additional responsibilities, that in effect, make their moves promotions. If they are transferring for comparable positions, they should only receive merit increases. Unfortunately, it is occasionally brought to the attention of corporate human resources that this policy has not been followed. [VP Corporate HR] Martha Stephens then becomes involved and tries to work with both business HR directors to reach a resolution.

We do encourage employees to look for new opportunities through our postings in the *IDG World Update* and on the Web. Employees are our most valuable asset and this belief is shared by all of our business unit managers.

What is the largest U.S. business unit? What is the most profitable U.S. business unit? What non-U.S. business unit is most profitable?

There are several U.S. business units that are close in size, on a revenue basis. They are Computerworld, IDC, InfoWorld, IDG Books Worldwide and PC World Communications. The two that are the most profitable, based on operating income generated in FY96, are Computerworld and InfoWorld. The most profitable international business unit is Computerwoche in Germany. Each of these business units has an outstanding franchise/brand and a senior management team that is clearly focused on serving its unique market. With the exception of IDG Books, each of these business units has been successful for more than a decade. In spite of changing market conditions, they have been able to adapt and prove themselves, over time, to be invaluable sources of information on information technology.

The two U.S. business units that are the most profitable, based on operating income generated in FY96, are Computerworld and InfoWorld. The most profitable international unit is Computerwoche.

Do you belong to any professional organizations?

The professional organization that I devote the most time to outside of IDG is the Business Publishers Association (BPA). I have served on the board for the past year and beginning in September, I will serve on the executive committee of the board. I believe that this organization is very important to many of IDG's publications and customers around the world and that is the reason I have chosen to invest my time in it. The BPA's mission is consistent with IDG's customer-centric orientation. The board is composed of publisher, advertiser and agency representatives who share the same goals.

As one of the company's "ultimate telecommuters" how do you see this trend taking hold in IDG?

Technology has allowed individuals to be very effective at their jobs while traveling and operating from distant locations. Each business unit has its own guidelines on telecommuting, but I do believe that we will see this trend continue to grow as we become more and more networked around the globe.

Does IDG have any standards for sexual content on disks and CDs that are included with magazines, or for that matter, in the publications themselves?

This is an area that we leave to the judgment of the individual publishers. We ask them to understand and respect our corporate values — particularly the respect for the dignity of each individual — and to be sensitive to the values of the community within which they publish. Around the world, IDG publishers are a credit to their communities in this regard, and they fulfill their primary responsibility of providing "information about IT."

Does IDG have any operations left in Peterborough, N.H.?

Connell Communications, which is wholly owned by IDG and focuses on special interest consumer publishing, is based in Peterborough. It has experienced dynamic growth both in titles, revenues and operating profits over the last several years. Its revenues in FY96 will be more than $25 million. Jim Connell, the president and founder, is a very experienced publisher and plans to continue to expand in Peterborough.

IW's Jim Martin Channels His Talent

12-year IDG veteran gets weekly gig as technology guru on San Francisco TV station

InfoWorld Publishing Co. President and CEO **Jim Martin** has recently added yet another title: chief technology correspondent for log-on tv, a new locally produced television show aimed at helping consumers cut through "cyberhype" to determine the best products and solutions for their home and office computer needs. The program includes segments on Internet navigation, on-line services, CD-ROMs, hardware-related computer products, and the newest software programs for the hobbyist, ranging from gardening to golf. The half-hour program, which airs on San Francisco's KGO-TV, Channel 7 at 5:30 p.m. every Sunday, launched Sept. 22.

"We're very excited to have somebody of Jim's caliber come on board," said Lisa Scimens, executive producer of log-on tv. "His in-depth knowledge of computers, applications, and the World Wide Web, as well as his previous broadcasting experience and his comfort and ease in front of the camera, made him the logical choice for this position."

Martin spotlights the latest computer hardware and software technologies and provides a weekly feature on consumer-oriented topics, such as buying a new computer vs. upgrading, and the specifics of ISDN lines. He also answers viewer e-mail on a wide array of computer-related topics.

THE LOG-ON TV ON-AIR TEAM CONSISTS OF INFOWORLD'S JIM MARTIN AND *television veteran Lynne Gormley (both seated), who serves as the show's host; San Francisco radio personality Alex Bennett; and electronic gaming experts from the Bay Area's "Video Game Slams" cable access program.*

A star is born

The road that ultimately deposited Martin on the business end of a TV camera was paved several months ago when KGO-TV (an ABC/Disney-owned station in San Francisco), approached InfoWorld to ask about providing some technical support for a new computer-oriented TV show it was planning. Sensing the incredible branding opportunity lurking beneath the request, InfoWorld Vice President of Strategic Marketing **Betsy Burroughs** persuaded Martin to meet with the executive producer of programming at KGO-TV and the producer of log-on tv. What began as a request for technical support grew to include an occasional on-camera appearance by someone at InfoWorld who could answer viewers' technical questions and perhaps serve as co-host and fill-in anchor when the regular host was sick, on vacation or otherwise occupied.

"It was during that discussion that the question came up as to whether I, with my broadcasting background, public speaking training, and 14 years in technology publishing, would be interested in being the on-camera personality," Martin explained. One of IDG's most prolific frequent fliers, Martin said he was initially very reluctant to agree to the offer because he did not want the time commitments to interfere with his InfoWorld responsibilities, which include significant travel outside the Bay Area. Assured that his portion of the show would be shot mostly on alternate Sundays in the studio in San Francisco, Martin agreed to a screen test. "Apparently they liked what they saw," said Martin, who began taping his first segment shortly thereafter.

Although this is not his first brush with broadcasting (Martin worked as a rock 'n roll disc jockey in high school and college and has also done some commercial voice-over recording work) he admits to being very nervous when taping his spots. "During the taping, there are two of us on camera at an anchor desk, but there are usually eight to 10 people behind the cameras — a floor director, robot cam operator, teleprompter operator, videotape operator, an electrician to mike us up and a couple of producers and the director. With so many people milling about, trying to figure out which of three different cameras and two studio monitors to watch, not to mention keeping up with my lines on the teleprompter and not ignoring Lynne Gormley, the show's host, it's one of the most nerve-racking experiences I've ever had," Martin said.

Stop watches and hand signals

"You've got people with stop watches giving you hand signals to speed it up or slow it down when you are talking, and you must register what all those ballet-like hand signals mean while you are talking without losing a beat as you figure out which camera is 'live' (watch for the red light, that's key). And, occasionally, after getting my lines fouled up the 'voice of god' from the control booth booms out from the darkness of the sound stage speaker, 'Not to worry, Jim, even though we only have the studio for

• CONTINUED ON NEXT PAGE •

Job Opportunities
Monday, November 4, 1996

Executive Assistant (ICE)
This position will provide administrative assistance to the President and Finance/Business Manager for all US and international operations. Responsibilities will include customer contact and meeting scheduling, proposal preparation, on-line project tasks related to Intranet and Internet Commerce content, and administering on-line task/priority database. Ideal candidate will possess strong PC skills and be highly organized with the ability to deal with all levels in an organization.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Associate (ICE)
This position will provide administrative support to all exhibit, sponsorship and Internet Opens sales activities. Responsibilities will include ACT database administration, lead generation through routine web and printed media research, customer mailings, sales order entry administration, customer contact and follow-up on behalf of the sales team. The position requires a high energy, team oriented individual who has solid PC and organizational skills, and can operate effectively in a growth-oriented environment. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Online Copy/Production Editor (CW)
The online copy editor/production editor will be responsible for the daily copy editing and production of editorial content for Computerworld's web site, @Computerworld, guaranteeing that it is of top quality. A college degree, at least 2 years of copy editing experience, knowledge of AP style, familiarity with technology terminology and issues required. Familiarity with HTML coding and Web page production, skills in Lotus Notes, Xywrite a plus. ***Location: Framingham, MA***
Contact: E. Fanning, Fax: 508-875-8931, Phone: 508-820-8174, Email: ellen_fanning@cw.com

Online News Editor (CW)
The online news editor has full responsibility for the online news content of @Computerworld, including regular news feed, short stories and online extensions to print information. Some other job responsibilities include discussing, assigning and shaping stories with online news reporters, content editing, working with the production and copy editors to ensure smooth posting on the site, coordinating and facilitating art on the site and working with the production operation to coordinate news production in other media formats. At least five years as a technology reporter, direct knowledge of at least two beat areas in the networking, PC or enterprise areas, and a college degree required. HTML experience a plus. ***Location: Framingham, MA***
Contact: J. Ambrosio, Fax: 508-875-8931, Phone: 508-879-0700, Email: johanna_ambrosio@cw.com

Account Executive (CW)
The successful candidate will be responsible for qualifying leads, generating interest and closing business by establishing meaningful sales and service relationships with clients. Candidates should have the ability to manage the process of inside selling including participation in trade shows and conferences while performing in a highly interactive team environment. Qualified candidate must have PC and Internet experience and possess strong phone presence. Prior inside sales experience along with a bachelors degree necessary. Experience in publishing a plus. ***Location: Rochelle Park, NJ***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Group Marketing Specialist (IDC)
The ideal candidate for this position will be a dynamic and aggressive professional with 3-5 years of diverse experience including product and direct marketing as well as marcomm experience. Responsibilities include working with a team of high-profile market analysts, press relations, product positioning, translating technical ideas into compelling marketing messages, developing targeted prospect lists, writing and producing direct mail and press campaigns, and event management. Strong promotional writing, communications, and desktop publishing skills required, with a working knowledge of Filemaker Pro, Quark Express, and Delta Graph. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

Senior Group Marketing Manager (IDC)
The ideal candidate for this position will be a dynamic, aggressive, hands-on professional with over seven years of diverse experience including product and direct marketing as well as marcomm experience. Responsibilities include working with a team of high-profile market analysts, press relations, product positioning, translating technical ideas into compelling marketing messages, developing targeted prospect lists, writing and producing direct mail and press campaigns, and personnel and event management. Strong promotional writing, communications, and desktop publishing skills required with a working knowledge of Filemaker Pro, Quark Express, and Delta Graph. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

Associate Research Analyst, Global Research Services (IDC)
Candidate will act in a cross functional role between the Black Book and the Global IT Survey. Responsibilities include: supporting production of the Black Book and related analysis, support research for consulting projects, answer client inquiries for all programs within Worldwide Markets, Support Global IT Survey research including coordination with offices, data manipulation, and report generation. Strong communication skills, analytical skills, and the ability to work on multiple projects simultaneously required. Knowledge of the IT industry and a genuine interest in research would be an advantage. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Primary Research Analyst (IDC)
The ideal candidate is a self-disciplined, proactive individual with experience in the following: survey project planning, management and implementation, questionnaire design, statistical analysis using SPSS, and report generation and analysis. Familiarity with the information technology industry and advanced statistical techniques such as conjoint and cluster analysis is a plus. Ability to meet deadlines and strong written and verbal skills are required. ***Location: Framingham, MA***
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: dbernardi@idcresearch.com

Research Manager, Collaborative Computing (IDC)
This individual will conduct market analysis in the areas of document management, groupware, and intranet applications. Responsibilities include: management of the document management market segment five-year forecast; regular delivery of written research; ability to execute industry consulting projects; responding to inquiries from vendor, user, investor clients, and the press; speaking at industry events; and growing IDC's business in the collaborative computing market area. Excellent communications skills, data analysis skills, and 5+ years industry experience are required. ***Location: Framingham, MA***
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: dbernardi@idcresearch.com

Sr. Research Analyst, International Group (IDC)
The international group has an opening for an individual to work jointly on the International Access Service and the IDC Asia Pacific products. Candidate will be asked to provide product knowledge and sales support for these product areas, as well as acting as the primary contact point for client inquiries for the IAS and AP products. Other responsibilities include: ensuring continued renewal of the IAS through proactive client account management, locating and qualifying prospects and assisting in the coordination between customers and IDC product groups. Knowledge of IT markets a strong plus. Excellent writing skills required. ***Location: Mt. View, CA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: dmiller@idcresearch.com

Report Sales Representative (IDC)
The ideal candidate for this position will be a dynamic and aggressive self starter with 3-5 years of outbound telemarketing experience and a proven record of success. Responsibilities include quota-based sales of market research reports and management and identification of appropriate prospect lists. This position requires strong selling, with a working knowledge of direct marketing. IT industry experience a plus. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

Interactive Product Software Engineer (IDC)
Hands-on software engineer with strong technical and customer skills to develop and support IDC's CD-ROM and Internet products (initial primary focus is on the monthly CD-ROM product). Responsibilities include software enhancements, system integration, quality assurance, customer support, and process development and support. Requires a seasoned, well-rounded software engineer with demonstrated technical abilities and proven customer interaction skills. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

WWW Software Engineer (IDC)

Key development role in team devoted to enhancing high-visibility commercial web site. Implementation experience with C, C++ required. Experience with any or all Java, Javascript, VBX/OCX/Active X, SQL Databases, and Notes desirable. Immediate start, ability to work with creative and technical team to meet aggressive deadlines. Must be hands-on and motivated to achieve world-class web presence. Education: BS Computer Science major preferred, others considered.

Location: Framingham, MA

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: emartin@idcresearch.com

Accounts Payable Clerk (IDG/B)

Will be responsible for implementing all payables and PO policies/procedures; process check requests and invoices for payments and review/correct suspended accounts. Additionally, will issue/track corporate credit cards and reconcile/process checks against petty cash. The position requires two years A/P experience, a high school diploma or equivalent. College level accounting courses a plus. Strong organizational communication skills; computer literacy and experience with spreadsheets and word processing are essential. ***Location: Foster City, CA***

Contact: P. Levenduski, Fax: 415-655-3206 , Phone: 415-655-3014 , Email: plevenduski@idgbooks.com

Sales Assistant (IDG/B)

Responsibilities include tracking new titles and reorders; assisting with customer service issues on key accounts; and handling related administrative and clerical duties. The successful candidate will possess strong organizational, customer service, and communication skills. Must also have experience with MS Word, Excel, Powerpoint and Schedule.

Location: Indianapolis, IN

Contact: M. Boese, Fax: 317-596-5240 , Phone: 317-596-5436 , Email: mboese@idgbooks.com

LAN Site Manager (IDG/B)

Will be responsible for LAN administration and WAN equipment in Indianapolis. Will provide systems support to users and will manage e-mail and voice-mail. ***Location: Indianapolis, IN***

Contact: J. Maroney, Fax: 317-596-5240 , Phone: 317-596-5222 , Email: jmaroney@idgbooks.com

Copy Editor (IDG/B)

Responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity accuracy and writing level. College degree in English or related field with book publishing experience. Word processing experience a must. Should have excellent organization and communication skills, high professional standards and ability to perform well under pressure. ***Location: Foster City, CA***

Contact: D. Harris, Fax: 415-655-3206 , Phone: 415-655-3039 , Email: dharris@idgbooks.com

PR/Marketing Assistant (IDG/IMS)

The individual in this position will provide clerical and administrative support in the IDG Corporate Communications department and will report to IDG's Public Relations Manager. Responsibilities include developing and maintaining IDG press materials, distributing information to IDG business units, maintaining the press database, and pursuing speaking opportunities for IDG executives. Other duties include correspondence, filing, telephones, faxing, mailing, organizing meeting, calendar scheduling, travel and conference arrangements. Ideal candidates will possess college degree with at lease 3 years corporate experience. Must be Macintosh proficient with thorough knowledge of MS Word, Persuasion, databases and Email.

Location: San Francisco, CA

Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Marketing Assistant (IDG/IMS)

The individual in this position will assist in all aspects of marketing for IDG Marketing Services. Responsibilities include maintaining IMS' databases, assisting with customer events and trade shows, and assisting in the production and distribution of IDG brochures and invitations. College degree preferred. Proficiency in MS Word, MS Excel, and FileMaker Pro preferred. Travel required. ***Location: San Francisco, CA***

Contact: R. Capri, Fax: 415-705-6421, Phone: 415-676-3030, Email: renee_capri@idg.com

Marketing Manager (IFTW)

To conceptualize, present, and implement new marketing strategies that will optimize long-term revenue opportunities for GamePro magazine and its other ventures. To work in tandem with the Marketing Services Manager to develop and implement sales promotion programs, collateral, and to elevate the GamePro brand through a targeted, strategic PR effort. Conceptualize and direct research projects for GamePro. 3+ years intermediate to senior level marketing experience, excellent communication and organization skills and Macintosh proficiency required. ***Location: San Mateo, CA***
Contact: C. Sandor, Fax: 415-349-1598, Phone: 415-286-2515, Email: -NA-

Account Manager (IFTW)

The hottest area in high-tech is computer gaming! PC Games seeks a high energy individual to develop new business in print and Web advertising! Will work closely with our regional sales managers and be a part of the gaming explosion! This position requires previous 2+ years of advertising sales experience, excellent telephone prospecting and communication skills, a passion for extraordinary customer service - working knowledge of the gaming industry and online a definite plus. Detail oriented team player who enjoys the fast pace and challenges of a dynamic and fun sales environment.
Location: San Mateo, CA
Contact: J. Knapp, Fax: 415-349-8532, Phone: 415-286-2502, Email: -NA-

Webmaster (IFTW)

A dynamic, experienced new media professional needed to provide overall direction for the architectural design, implementation, and maintenance of the infrastructure to maintain our website. Requires 5+ years programming, on-line publishing, extensive experience with various computer platforms and HTML programming as well as working knowledge of Java, Windows NT, browsers and databases. Must be self-motivated and entrepreneurial with the ability to learn in a fast paced team culture. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Copy Editor, Paris bureau (IPS)

The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar, and proofreading skills for our European news desk in Paris. Responsibilities include editing IT industry news and features under tight deadlines for our real-time electronic wire service, as well as a variety of miscellaneous functions to support our three-person Paris bureau and other European operations. The ideal candidate has copy editing experience on an IT news weekly or daily; is fluent in French and other European languages; and is familiar with Lotus Notes, the Internet/worldwide web and other electronic publishing tools. EC citizenship or an existing work permit is a plus. ***Location: Boston, MA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Assistant News Editor (NW)

NWW currently has an opportunity for an Assistant News Editor with experience in high-tech reporting, writing and editing for critical editorial management position. The job involves working with reporters to fine tune story ideas, editing copy and helping manage the graphics process. Other duties include working with the senior reporting staff to coordinate coverage across multiple technical disciplines. This editor will also be responsible for monitoring wire services and working with online reporters in posting news on NWW's Fusion Web Site. This position reports to the Associate News Editor and requires at least 5 years of computer journalism experience. If you are self motivated individual who can work well with a variety of projects, handle multiple tasks and type with accuracy, then this is the opportunity for you! Familiarity with word processing systems necessary. ***Location: Framingham, MA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474 , Email: mbrown@nw.com

Advertising Information Assistant (PCW)

The ideal candidate will assist with the booking, billing, and reviewing of advertising space in PC World. Duties will also include assisting with the Card Deck, and ancillary PC World products. Will be responsible for entering advertising data into the IDG TRS system and contacting salespeople for questions and assistance. Excellent communication skills required. Candidate must be PC literate and be able to work in a fast paced environment. ***Location: San Mateo, CA***
Contact: D. Gordon, Fax: 415-974-7316, Phone: 415-974-7407, Email: -NA-

Look for the next complete list of job opportunities across IDG on Monday, November 25, 1996!
Visit the IDG Home Page at www.idg.com for a complete list of job opportunities!

LOG-ON TV

continued from previous page

30 more minutes, I know you'll get it right before then.'"

To date, Martin says he has not watched himself during the actual airing of the show. "I get up and walk out of the room when my segment is on. But, I do have each show on tape and will watch them someday, I'm sure." Nor has TV fame elevated him from the ranks of anonymity just yet. "No one has come up to me in a restaurant and said, 'Say, aren't you that computer guy on television?' Which is not to say no one is watching. "I came back from three consecutive weeks on the road recently and my wife Susan did say to me, 'Aren't you that computer guy on television?' So, at least I know she's watching the show, even if I'm not."

FREE MAKEUP AND OTHER PERKS OF THE SMALL SCREEN

Being a famous Bay Area TV star isn't all hard work, notes InfoWorld President and CEO Jim Martin, who allows that the job does come with its share of perks. Though he has no allowance for clothing, haircuts or manicures, the station does provide him with his own makeup kit, free parking and an opportunity to rub shoulders with the weekend sports announcer and weatherman.

In addition, Martin is now a card-carrying member of the American Federation of Radio & Television Artists (AFTRA). For $930 per year, the union will represent Martin in all disputes and arbitration hearings he may have with KGO-TV management. Martin said he is considering asking AFTRA to represent him in his next yearly compensation meeting with IDG COO Jim Casella.

On the downside, while the weekend taping schedule has not interfered with his InfoWorld responsibilities, it has put a damper on his ability to cheer on his hometown teams, the San Francisco 49ers and the Oakland Raiders, whose games are broadcast on competing stations. "I tried to turn the channel once on a studio monitor and got reprimanded by the union shop steward. It turns out that no equipment on the set — including the TV — can be touched by a non-union electrician. He had to turn the channel — sort of like a remote control device you use at home, except you have to say, 'Harry, can you turn to Channel 2 for a minute? I want to check up on the 49ers.' "

IDG MARKETING SERVICES

continued from page 1

bigger than Compaq — to the surprising: despite the hoopla surrounding the Internet it is PC hardware and software that remain the areas of most practical concern for customers around the world.

As the only company invited to address the Ogilvy & Mather managers, IDG was able to set the tone for the meeting, fuel some provocative debate and clearly position itself as the only resource to which the agency could turn for a single source to examine and comment on IBM's whole business from a global perspective, Bodenmann noted. IDG President **Kelly Conlin** presented the results of the study with additional analysis and recommendations from IMS and IDC.

Following the presentation, IDC VP/Systems, Software and Storage **David Vellante**, VP/Worldwide Personal Systems Research **Bruce Stephen** and Research Director **David Floyer** conducted a Q&A panel to address specific recommendations regarding software, PC hardware and large systems, respectively.

"IDG is the only company in our field that has the resources — and the initiative — to develop this sort of global strategic overview of our customers' business," Conlin noted. "And it demonstrates the degree to which IDG 'thought leadership' can cement our customer relationships and influence customer priorities."

JOBWORLD

continued from page 1

Profile listing their job preferences (category and title), salary range and preferred location. JobWorld will create a customized list of jobs matching those preferences and send it to users via e-mail.

Companies looking to fill positions may also search the Personal Profile database and contact qualified candidates through the staff at JobWorld.dk.

Companies pay approximately US$90/week to run an ad, which may include the company logo. Ads are sold for a period of one to four weeks with discounts available for periods of more than one week. Companies may also choose to run company profiles containing links to their home pages for approximately US$125/week.

IDG Denmark Sales Manager **Ole Bolvig Hansen**, Sales Representative **Birgit Waltenburg** and Sales Representative **Vibeke Kloth** have been instrumental in helping to build the database and get the project off the ground. The site will be maintained by in-house personnel.

According to IDG Denmark Managing Director **Preben Engell**, JobWorld faces competition from only one site, which is poorly maintained and offers only very limited search capabilities. "We expect big things from JobWorld," Engell said."*Computerworld Danmark* is the only local IT publication offering an IT recruitment section. This venture will once again place us in the forefront of the IT market and expand our scope to include the wider generalized job market," he added.

For more information about JobWorld.dk contact Vibeke Kloth via e-mail at: v.kloth@idg.com.

NOTEWORTHY

PROMOTIONS

WALLACE
IDG WORLD UPDATE

Karen Wallace, most recently *Network World*'s manager of advertising operations, has been named director of advertiser operations. A 13-year IDG veteran, Wallace began working with *NW* just before its premier issue debuted 10 years ago. "Karen has done [her job] so well over the last year that we had virtually no complaints from our customers," said Network World Publisher **Evilee Thibeault**.

Brian Clarke, previously manager of the PC Pricing program at IDC, has been promoted to program director. Brian has been with IDC since 1989, when he started as an intern. "Brian has effectively and consistently put in the kind of outstanding performance that has delivered a unique 'best in the business' product to a client base that devours his data," said Vice President/Worldwide Personal Systems Research **Bruce Stephen**.

InfoWorld's **Michael Parsons**, formerly departmental editor for Internet and Networking, has been promoted to news editor. "In the last year, Michael has emerged as one of the linchpins of an invigorated news team that benefits from his outstanding communications and organizational skills every day," said Executive Editor/News **Michael Vizard**.

NEW EMPLOYEES

FARLEY
IDG WORLD UPDATE

IDC welcomes five new employees to its Framingham office. **Jim Farley**, who is sales director for growth accounts, was most recently the East Coast sales manager at Dataquest, where he spent the past six years. Before that he was an account executive at IDC. Jim has a business degree from New England College and spends his free time with his family, skiing and coaching hockey.

MAIO
IDG WORLD UPDATE

Lisa Maio is the new senior analyst in the Outsourcing program. She previously worked at Colgate Oral Pharmaceuticals in international marketing before pursuing an M.B.A. with a marketing concentration from Northeastern University. Lisa also has a B.A. in sociology from Clark University. She volunteers at several non-profit organizations in her off hours.

HEDIN
IDG WORLD UPDATE

Marianne Hedin is the research manager for the Consulting and Management Services program. An educator and a social scientist, Marianne previously worked as a consultant primarily in the field of benchmark research. She has a Ph.D in sociology from Tufts University and enjoys cooking whole foods, gardening and antiquing.

System Specialist **Steve Inza** worked at Computer City as a sales engineer before joining IDC. When he's not tinkering with hardware, Steve enjoys freshwater fishing.

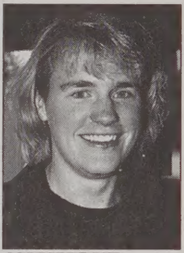
ENGMAN
IDG WORLD UPDATE

Melany Engman has joined IDC as a part-time human resources coordinator. A junior at Framingham State College, Melany is majoring in corporate communications and business administration. She tries to find time for running, mountain biking and softball in between work and school.

At IDC Texas, **Margaret "Puff" Welsh** has signed on as sales coordinator. She was previously an administrative assistant at Tandem Computers. Puff attended Texas A&M University and spends her off hours at the gym, scuba diving and dancing.

Tomoko Negishi has joined *PC Games* as a subscription specialist. She was previously the fulfillment manager at *Red Herring*, a technology investment magazine. Tomoko has a B.A. in art history from the University of California/Berkeley and spends her free time knitting sweaters and growing orchids.

NEGISHI
FRANCIS MAO


HAMMOND
IDG WORLD UPDATE

Susan Hammond is an account executive for Computerworld's CareerAgent, a new product in the Professional Development Division. She was previously channel marketing/sales account manager for FTP Software. Susan has a degree in human resource management from Southeastern Massachusetts University and enjoys running, hiking and skiing.

PUKONEN
TISH LEHANE

Nina Pukonen has signed on with Computerworld's Burlingame, Calif., office as a sales assistant. Nina was previously a PR assistant at McKechnie Public Relations. She has a B.A. in communication and dramatic arts from the University of the Pacific and enjoys the theater and writing.

Federal Computer Week welcomes Advertising Financial Coordinator **James Foster**. He was recently an accounts representative at *The Washington Post*. James has an degree in music education from Howard University and spends his free time as a music director for theatrical productions and as an actor.

Alice Curran is the new national accounts analyst for IDG Marketing Services in San Francisco. She was recently a junior analyst for KPMG Peat Marwick in Washington, D.C. Alice has a B.S. in international politics from Georgetown University and enjoys athletics and outdoor activities.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Bjorg Elin Brodersen IDG Norway
Kirsten Rådberg - IDG Denmark
Sebastião Teles Filho - IDG Brazil

ELEVEN YEARS

Fernando Rodriguez - IDG Spain
Isabel Campo - IDG Spain

TEN YEARS

Don Hill - IDG New Zealand
Martin Taylor - IDG New Zealand
Jose Luis Diaz - IDG Spain
Sergio Saenz - IDG Spain

NINE YEARS

Zsuzsa Krammer - IDG Hungary
Sándor Mester - IDG Hungary

SEVEN YEARS

Akos Bognár - IDG Hungary
Marco Bertolotti - IDG Italy

SIX YEARS

Wayne Silverman - PC World
Maria Costa - IDG Brazil
Natalia Parron - IDG Spain

FIVE YEARS

Cheryl Brink - PC World
Anne McCrory - Computerworld
Jolanta Szot - IDG Poland
Yumiko Oshima - IDG Japan

FOUR YEARS

João Carlos Brito - IDG Brazil
Susie Jo Sanders - IDG Books

TWO YEARS

Norbert Nemeth - IDG Hungary
Károly Viosz - IDG Hungary
Antje Bruns - IDG Germany
Sally Huchingson - IDG Books
Suzanne Packer - IDG Books
Eric Powers - Network World

ONE YEAR

Trisha Gorman - NetscapeWorld
Tamara Bua - IDG Switzerland
Frank Sequeira - Computerworld
John Cafarella - Computerworld
George Radford - Computerworld
James Karalekas - Computerworld
Ann Garvey - Computerworld
Patrícia Celeste Porto - IDG Brazil
Michael Wolfe - IDG Books
Lisa Coyle - IDG Books
Laura Moss - IDG Books
Emily Melgar - IDG Books
James Sumser - IDG Books
Teoman Devrim - IDG Turkey
Aydin Sün - IDG Turkey
Pete Halliday - Network World
Carol Sliwa - Network World

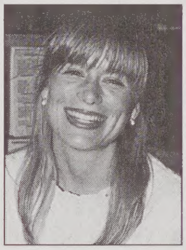
Chuck Deane has joined IDG Books' Indianapolis office as a national account manager. He previously held a similar post at Computer Superstores. Chuck earned a B.S. in communications from Georgia Southern University and spends his free time running and tending to his house and yard.

Jason Zada has signed on as idg.com's new Web designer and will be working at IDG Marketing Services' office in San Francisco, He will focus on updating existing content on IDG's Web site each day and will assist with developing advanced Web applications designed to provide one-to-one marketing capabilities for IDG. Previously, Jason was a freelance Web developer. When he's not at the computer, Jason is a filmaker and runs his own record label that is based on the Internet.

Network World welcomes **Todd Wallack** as the online reporter for Network World Fusion. He was previously the business reporter at the *Dayton Daily News* in Ohio. Todd has a master's degree from Northwestern's Medill School of Journalism.

TRANSFERS

Stacia Burke, previously IDC's human resources assistant, has joined Computerworld's Professional Development Group as a sales assistant. She has a business degree from Framingham State College.


IDG WORLD UPDATE

BURKE

Network World welcomes Account Executive **Michael Eadie**, who sells demographic ROP ads for the East Coast. Michael was recently an analyst with IDG Research Services. He earned a B.A. in French from Framingham State College.

IDG WORLD UPDATE

EADIE

Any IDG business unit around the world is welcome to send information for this column to world_update@idg.com.

Address Change

Computerworld Middle East and *PC World Middle East* have a new office:

Masaken Al Fursan, Bldg. A, #41
Behind Sheraton Heliopolis
Kamal Hassan Ali St.
Cairo, Egypt 11361
Tel: 202-266-9263; 202-267-6681; 202-267-6682
Fax:: 202-267-6683

MAKE THAT EIGHT NW SALES CHAMPS

Two *Network World* direct response advertising staff members were inadvertently left off the list of top performers in last week's *U.S. Update* article about *Network World*'s sales milestones. Account Executive Richard Black was crowned "New Business Champion" for bringing in 28 new advertisers between October 1995 and July 1996. Account Executive Heather Fairbanks was named "Budget Buster of the Year" for accruing sales 28% above her FY96 budget.

Dinner for Two Awaits Winner of Online Treasure Hunt

Here's your chance to explore IDG Central, IDG's new online employee information resource, and maybe even win yourself dinner for two at the restaurant of your choice. Simply log on to IDG Central (http://globalidg.com, or on Lotus Notes) and answer the six questions in the box below. If you need a password for the Web version, send an e-mail with your name and business unit to globalcomm@idg.com.

You must submit your answers online via the Internet (world_update@idg.com) or via Notes to *IDG World Update* editors Patricia Smith or Penny Winn. The winner will be selected in a random drawing from among the first 50 respondents and will receive a gift certificate in the amount of $75 for the restaurant of his/her choice. **Entries must be received by Nov. 20.** The winner will be announced in the Nov. 25 issue of *IDG World Update*. Good luck!

1. **News Service**. Provide the complete headline for the IBM-related story from Computerworld New Zealand posted on Oct. 25.

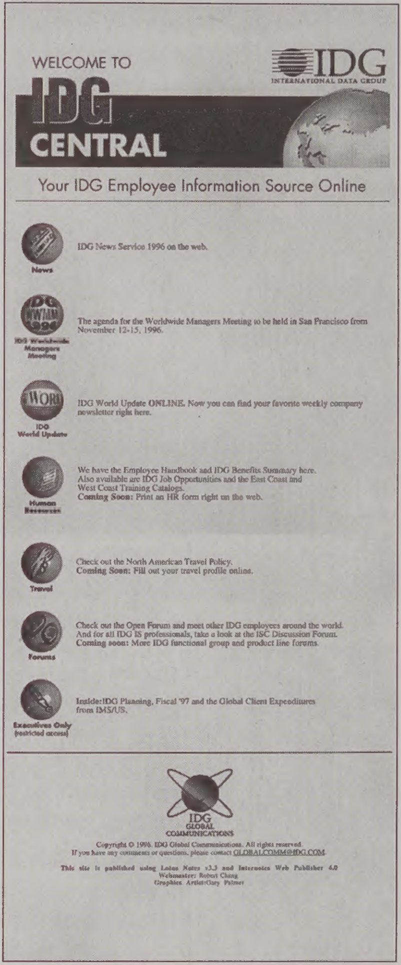
2. **Worldwide Managers Meeting**. On Wed. Nov. 13, attendees at the Worldwide Managers Meeting are scheduled to pose for a group photo. Where and what time?

3. **IDG World Update**. What is the first back issue of *IDG World Update* available on line and who authored the Online column that week?

4. **Human Resources**. During the week of Oct. 21, which business unit was looking for a temporary copy editor?

5. **North American Travel Policy**. According to the North American Travel Policy, list three items that are not considered reimbursable expenses by IDG.

6. **Open Forums**. When is the eighth Star Trek movie, *First Contact*, due out?



Your IDG Employee Information Source Online

IDG News Service 1996 on the web.

The agenda for the Worldwide Managers Meeting to be held in San Francisco from November 12-15, 1996.

IDG World Update ONLINE. Now you can find your favorite weekly company newsletter right here.

We have the Employee Handbook and IDG Benefits Summary here.
Also available are IDG Job Opportunities and the East Coast and West Coast Training Catalogs.
Coming Soon: Print an HR form right on the web.

Check out the North American Travel Policy.
Coming Soon: Fill out your travel profile online.

Check out the Open Forum and meet other IDG employees around the world.
And for all IDG IS professionals, take a look at the ISC Discussion Forum.
Coming soon: More IDG functional group and product line forums.

Inside:IDG Planning, Fiscal '97 and the Global Client Expenditures from IMS/US.

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If you have any comments or questions, please contact GLOBALCOMM@IDG.COM

This site is published using Lotus Notes v3.3 and Internotes Web Publisher 4.0
Webmaster: Robert Chang
Graphics Artist:Gary Palmer

Remember: You must submit your answers via e-mail to qualify for the drawing!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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November 11, 1996

COMPUTERWORLD WEBZINE TARGETS ELECTRONIC COMMERCE
PAGE 2

ON LINE: COMPUTERWOCHE'S RALPH PETER RAUCHFUSS TAKES A TURN
PAGE 3

REMINDER: GE BUSINESSTALK IS ON ITS WAY OUT; LONG LIVE IDG CENTRAL!
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IMS Forms EAT Team To Increase Client Spending

IDG Marketing Services/EMEA has devised a new strategy to increase customer loyalty and spending from the largest advertisers in Europe. The centerpiece of this new strategy is the recently created Europe, Middle East and Africa Account Team (EAT).

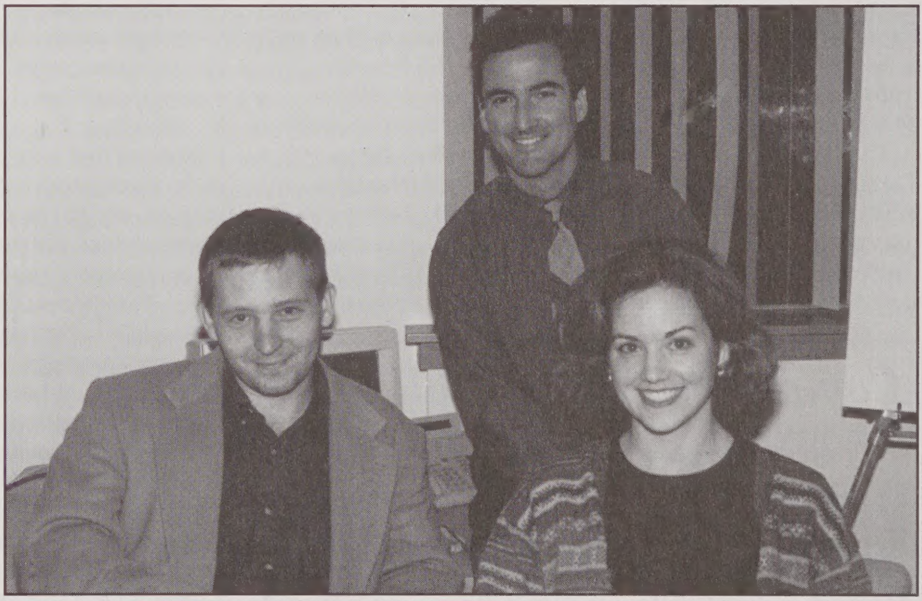
EAT is composed of the advertising managers from each IDG country office in the region and IDG Marketing Services' Client Services team. [The Client Services team in Europe is similar to the directors of national accounts at IMS/U.S. Both target IDG's largest clients.] EAT's intent is to integrate the sales approaches of both the local country sales teams and the Client Services sales team to provide major decentralized clients (those that book advertising locally) a seamless European account management system.

The Client Services team will integrate EAT into a Global Account Team through direct liaison with IMS U.S. and IMS Asia-Pacific. This alliance between regional account managers enables IDG to deliver a global account synergy that represents a unique competitive advantage over all other IT press.

The first EAT meeting was held in

• CONTINUED PAGE 4 •

IDC Template Speeds Production, Electronic Distribution of Reports



IDG WORLD UPDATE

IDC'S STEVEN LEE, DAN NIVEN AND NOELLE BONIN ARE THE DRIVING FORCE BEHIND *IDC's report template, which has dramatically reduced production time and costs.*

Twelve months ago, the average IDC research report would leave an analyst's desk only to embark upon a four-week odyssey through the Publications Department, where it would take its place in line to be formatted, reformatted, copy edited, proofed, laid out, dressed up with tables, callouts and headlines, sent back to the analyst for review, where it often languished for a while, and then, finally, sent to the client. Customers who wanted an electronic version could expect to wait an additional four to six weeks after paper publication.

Enter, the IDC Electronic Products Group. "When we started tracking production throughput last January, it took an average of eight weeks to move a document from the analyst into Notes distribution," explained **Dan Niven**, manager, electronic products operations. "Customers were very upset at the lag time and we were in danger of losing a great deal of business for electronic distribution."

Niven enlisted the help of Kevin

• CONTINUED PAGE 5 •

IN BRIEF

Network World Staff Members are Stars of Page and Screen

Looks like *InfoWorld*'s not the only IDG publication with a budding TV star on its hands! (See *IDG World Update*, Nov. 4.) This week, *Network World* Enterprise Editor **Charlie Bruno** gets a shot at fame and fortune as the featured network industry expert on the U.S. television series "Technology Today." Airing Nov. 12 at 7:30 a.m. EST on WWOR-TV, "Technology Today" will feature Charlie's predictions for where the network market is headed and which network technologies and issues will be tomorrow's hot topics.

The show airs every Tuesday at 7:30 a.m. via WWOR/EMI and national television syndication to an audience of more than 40 million households. Check local listings to find air dates and times for your area, or contact **Heidi Creighton** at *Network World* (e-mail: hcreight@nww.com).

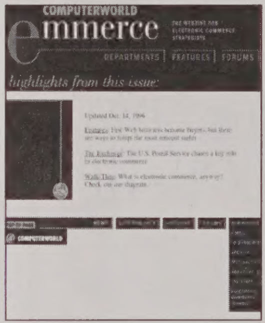
In February, NW President and CEO **Colin Ungaro** and Editor-in-Chief **John Gallant** will be featured on successive episodes of the new "Internet Television Series — Millennium." Hosted by Peter Weller (of Robocop fame) the show will air on CNBC, VH-1 Music Television and will be syndicated internationally. Ungaro will co-host a segment with Novell; Gallant will co-host a presidential-style debate among the CEOs of four top networking vendors.

Computerworld Australia Awards Memorial Scholarship

COMPUTERWORLD AUSTRALIA JOURNALIST IAIN FERGUSON *(left) presents the Ian Wilson memorial scholarship to winner Graham Morgan at the recent Royal Melbourne Institute of Technology Department of Communication Studies prizes ceremony. The award is named after a CW Australia sub-editor who passed away in 1993.*

Computerworld Webzine Targets Electronic Commerce

Hoping to capitalize on those hoping to capitalize on the Web, Computerworld's Magazines Group last month launched the world's first and only Webzine that explores the emerging electronic commerce market. Updated fortnightly, *Emmerce* will contain feature articles, technology analyses, commentaries, technology tutorials and forums that focus on proven methods to plan, design, build, manage and extend electronic commerce systems.


COMPUTERWORLD
emmerce
THE WEBZINE FOR ELECTRONIC COMMERCE STRATEGISTS
DEPARTMENTS
FEATURES
FORUMS
highlights from this issue:
COMPUTERWORLD

Available on *Computerworld*'s home page (http://www.computerworld.com) or directly at http://www.computerworld.com/emmerce, *Emmerce* is being offered free of charge through the end of the calendar year; after that readers will be required to pay for the publication. *Computerworld* subscribers will, however, receive a discount.

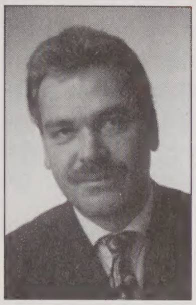
According to CW Magazines Group Editor **Alan Alper**, who championed the new Webzine, *Emmerce* is being positioned as a practical resource to help people solve problems. "We aim to be utilitarian, to be an aggregator of resources to help people put together a workable strategy for doing business on the Web."

And apparently, *Emmerce* has struck a nerve. Without spending a dime on promotion — the group has relied instead on a small notice in the *Computerworld* table of contents, reciprocal linking from related Web sites and word of mouth — *Emmerce* has attracted more than 50 subscribers in its first three weeks. "We're playing it close to the vest and using the next few months to refine *Emmerce* so it's ready for prime time when we start charging for it," Alper said.

Win Dinner for Two Through the IDG Central Contest!

It's easy! Travel through IDG's online employee information resource, IDG Central, and answer the six questions listed in *IDG World Update*'s Nov. 4 issue. The contest is on page 8 of the print version and also online on the *World Update* section of IDG Central, which is on Lotus Notes or on the internal Internet site (http://globalidg.com). If you need a password, e-mail your name and business unit to globalcomm@idg.com.

ON LINE



RALPH PETER RAUCHFUSS

The managing director of Computerwoche Verlag GmbH is this week's guest columnist.

COMPUTERWOCHE VERLAG GMBH AT-A-GLANCE

LOCATION: Munich, Germany

ESTABLISHED: The original company was established in 1974 as IDG's first wholly owned publishing operation outside the U.S. In 1992 IDG Germany was reorganized into two business units: Computerwoche Verlag for the business market and IDG Magazine Verlag primarily targeted to consumers.

EMPLOYEES: 130

NUMBER OF PUBLICATIONS:
Print : *Computerwoche*, the IT weekly for professionals (35,000 subscribers, 120,000 readers); *ComputerPartner* for the reseller market (19,000 copies distributed); *CW Extra,* the color magazine for strategic concepts, controlled circulation: 42,000; *CW Focus,* the color magazine for in-depth technical information, controlled circulation: 42,000.

Digital: *ComputerPartner* information system (CPI) on CD-ROM; *Computerwoche* on CD-ROM; 20 Years of *Computerwoche* on CD-ROM; *Computerwoche* Software Catalogue.

NOTEWORTHY: With an aggregate turnover of US$40 million, Computerwoche is IDG's largest European operation. Sales are up 18% from last year.

Could you describe your country's IT publishing market and how your company performs in it?

In Germany, approximately 500,000 data processing and technical managerial staff work in large- and medium-sized companies. One of the greatest challenges they face is how to achieve higher economic efficiency through modern information technology, and Computerwoche Verlag GmbH offers a comprehensive range of information to help them do just that. With a multimedia concept comprising print media, digital information and seminars, it keeps user companies as well as manufacturers and traders up to date with the latest information.

Computerwoche Verlag GmbH is one of Germany's leading specialist publishers. Computerwoche is the leading IT weekly in the German-speaking world. An independent assessment by the official association of Germany's publishing houses has shown that *Computerwoche* is the second most successful specialist publication in Germany, no mean feat in a market where some 5,000 specialist publications appear regularly. *ComputerPartner*, the reseller magazine, is the second most successful German newcomer.

What kinds of online services do you offer customers?

Computerwoche has been on the Internet since October 1995 (http://www.computerwoche.de). It offers the world's largest IT archive, with more than 90,000 published *Computerwoche* articles, as well as job advertisements from the current issue. Up-to-the-minute news from the IT industry is also available, as is the *Computerwoche* "shop" that contains information about all CW products including advertising rates, editorial calendars and special events. The information provided by Computerwoche Online can also be called up via the T-Online service of Deutsche Telekom and the host operator "Genios" databases.

These online activities are being rapidly extended, since the current figure of 500,000 hits per month (one of the most-visited sites in the German content provider community) is a clear indication of the keen interest of the online surfers. We think our home pages are very attractive to traditional advertisers, and we have already sold online ads to Intel, Toshiba, IBM and others.

What kinds of events does your company organize?

In FY97, we plan to organize eight to 10 practical seminars and conferences to provide IT and online managers and system specialists, as well as commercial companies, with first-hand information on software methodology, telecommunications, information management and new IT services.

But we can't be accused of all work and no play. Computerwoche organizes a unique highlight to accompany the big German IT trade fair "Systems," which is held annually in Munich. For the past 10 years we've hosted a well-known industry party for more than 800 special guests. The sports-social event of the year is our golf tournament for top level managers (CEOs, COOs, CIOs, CFOs) from important IT commercial enterprises.

In November 1999 Computerwoche will celebrate its 25-year anniversary, the ideal time for a kick-off into a new century. We are inviting all readers of *IDG World Update* to attend this mega event!

Part 2 of Ralph Peter Rauchfuss' column will appear on Nov. 18.

WHAT'S ON YOUR MIND?

Do you have a question about IDG policies, practices or strategies for the regular On line columnists? E-mail your questions to *IDG World Update* at world_update@idg.com and the staff will forward them anonymously to IDG Chairman Pat McGovern, President Kelly Conlin and COO Jim Casella.

EAT

continued from page1

Madrid on Oct. 7-8 and hosted jointly by **Francisco Zabala**, general manager of IDG Spain, and IDG Marketing Services EMEA's Client Services team. The turnout was excellent, with 39 attendees, primarily sales representatives, from 20 business units in 13 countries. The objective of the meeting was to explore ways to increase advertising pages and other incremental revenue by leveraging the vast resources of IDG. Without exception every attendee called the meeting a success for both the company and themselves personally.

Attendees discovered that they shared similar problems not only on issues such as the threat from other media (newspapers, TV, the business press etc.), but also in dealing with clients. One client, for example, has multiple agencies working for it and no coordinated effort among them. It quickly became apparent that by sharing experiences, creative and profitable solutions could be discovered more quickly.

Discussions about how clients set strategies moved the focus to European Headquarter (EHQ) clients. It was agreed that although the dynamics vary between companies — and even between divisions of the same company — in general, marketing strategy and marketing systems are developed at the center, at either the EHQ or at the Global HQ (GHQ) level. These are then implemented in the local country. The same is true for both advertising and media strategies.

The issue of centralized marketing strategy was further explored in a fascinating speech by Peter Zilling, the Europe and Middle East advertising manager for Compaq, a notoriously decentralized company. Zilling confidentially shared the strategy and roll-out of Compaq's new Critical Messages Campaign. His presence at the meeting attested to the power of IDG's highly regarded account teams and his company's recognition of IDG's ability to deliver qualified readers who are interested in Compaq's products.

Armed with this knowledge, IDG sales representatives will be better prepared to persuade their local Compaq dealers to place ads with IDG publications. Delegates agreed to describe at the next EAT meeting in January their success in winning additional pages from Compaq by having been given this vital information in advance.

EAT meeting attendees agreed that the key to increasing client spending across IDG is to tie IMS Client Services relationships at client EHQs more closely to local sales efforts. This will enable IDG to pick up a higher share of these bigger budgets. "The most important way to move forward is to improve communication between staff, closeness to client and quality of product," said International Sales Manager **Valerie Shanks** from IDG Spain.

Account Manager **Fred Driessen** of IDG Netherlands commented that pulling together as one "virtual" team, sharing great ideas and solutions between countries, getting closer to clients' strategy process and challenging the threat of other media are the keys to success.

In the final session, each member volunteered to be part of one of six working groups that will analyze the key factors of success and define a strategy for EAT to follow (see sidebar). The group also decided that Microsoft should be invited to speak at the next meeting to be held in January at a date and time to be confirmed later.

*Thanks to Senior Vice President **Andy Hart** for contributing this article. For more information about EAT contact Hart at tel: 44-1784-210-210 or e-mail: andy_hart@idg.com.*

EAT Unlocks the Key to Local Market Dynamics

Andy Hart, senior vice president, IDG Marketing Services, outlines how the Europe, Middle East and Africa Account Team (EAT) will operate.

What is EAT?

EAT is a fully-integrated multi-country account team covering Europe, the Middle East and Africa. Its aim is to provide consistency in IDG's dealings with the biggest decentralized accounts at the local and regional levels.

EAT leverages IDG resources across the region and globally to share successes and ideas between country ad sales teams with the ultimate objective to raise incremental revenue. EAT will integrate IDG's local expertise and European knowledge to gain a better understanding of our clients, their strategies and structure and to gain more business.

EAT also integrates the local sales team efforts with IMS Client Services team activities to offer a consistent, seamless service to IDG's major clients in Europe.

What is the objective of Client Services?

Client Services (CS) represents IDG at the European Headquarters (EHQ) of the leading IT vendors and their ad agencies. Client Services targets the 18 largest European accounts, with a focus on decentralized accounts (those that book media directly with the publication locally). The objectives of Client Services are: to help clients forge a strong relationship with IDG at EHQ level, to raise client awareness about the global scope of IDG, to influence advertising and marketing/communication strategies, and thus increase incremental investment in IDG.

How do Client Services and EAT work together?

EAT provides the framework for IDG to benefit from the synergy created at the local and European client levels. A client's marketing and advertising strategy is generally conceived at the regional or global hub. Client Services builds a close relationship with the client strategists at client EHQ by provid-

• CONTINUED PAGE 7 •

Job Opportunities
Monday, November 11, 1996

Editor, SunWorld Online (Web)
The individual in this position will develop and edit timely and high quality editorial copy for SunWorld Online. Main responsibilities include participating with editors in planning editorial content; overseeing news article development at assignment and story conference stages; identifying, recommending, and assigning specific articles; writing and editing news regularly and as needed; and serving as the final reader on all copy as requested. Candidates must have a minimum of 4 years editorial experience in computer journalism and publishing; a working knowledge of the workstation industry, especially applications, programming, and technologies; excellent writing, journalistic, analytical, and phone skills; and a working knowledge of a word processing program. Creativity, self-motivation, and the ability to work well with others a must.
Location: San Francisco, CA
Contact: M. Cappel, Fax: 415-267-1732, Phone: 415-267-1725, Email: mark.cappel@sunworld.com

Associate Editor, JavaWorld (Web)
The individual in this position will develop timely and high quality editorial content in JavaWorld, including news, feature articles, how-to articles and column, and will act as a representative of JavaWorld at trade shows, press conferences, and other meetings. They will employ technical knowledge of Java and programming to assure accuracy in JavaWorld content. Responsibilities include participating with editors in planning editorial content; overseeing article development at assignment and story conference stages; and identifying, recommending, and assigning specific articles. Requires a minimum of four years of editorial experience in computer journalism and publishing; a keen knowledge of the Internet market, including applications, programming, and technologies; excellent writing and journalistic skills; good analytical skills; good phone skills, a working knowledge of a word processing program. Creativity, self motivation, desire, and ability to learn and keep up with new products and technologies, and the ability to work well with others a must. Basic understanding of Java with the ability to help insure Java applets and scripts work properly and the ability to insure accuracy of technical details in articles and other JavaWorld content necessary. ***Location: San Francisco, CA***
Contact: M. O'Connell, Fax: 415-267-1732, Phone: 415-267-1710, Email: michael.oconnell@javaworld.com

Sales Associate (Web)
The individual in this position will sell online/web advertising for the Web magazines JavaWorld, NetscapeWorld, and SunWorld Online. The candidate must have three years advertising and/or interactive media sales experience, and a general familiarity with the Internet and the computer marketplace. Must also be familiar with publishing processes, negotiation, and have strong communication skills. ***Location: San Francisco, CA***
Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: Colette@wpi.com

Sales Assistant (CIO)
In this position you will be responsible for providing administrative support to our sales staff in Fairfield, NJ. Responsibilities will include general office duties, mail distribution, ordering office supplies, media kit assembly, data entry, answering phones, directing incoming calls, and arranging travel. Ideal candidates will be enthusiastic, possess strong interpersonal skills and excellent computer skills and be able to meet deadlines. ***Location: Fairfield, NJ***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Technical Support Analyst (CIO)
CIO currently has a full-time internship/coop position available for a Technical Support Analyst. The Support Analyst's primary responsibilities will include, but not be limited to preparing and installing hardware and software, troubleshooting hardware and application problems, troubleshooting and maintaining printers, placing orders with vendors. Ideal candidates will have working knowledge of Macintosh operating systems and experience with the following applications: Lotus Notes, Microsoft Office, Word, Excel, PowerPoint, QuarkXPress, FileMaker Pro, cc:Mail, and networking.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Ad Coordinator (CW)

The selected candidate for this position will be able to work independently in a fast-paced, deadline oriented environment. PC skills including Quark necessary. Ability to interact with agencies and customers, and typing skills a must. Proofreading, graphics design knowledge, and Associates degree preferred. Must be able to work flexible hours.

Location: Framingham, MA

Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Market Research Associate (CW)

The Market Research Associate will assist in most phases of survey-based market research, including script writing, data analysis, and reporting. Under the direction of the survey manager, you will work with internal and external clients to shape information needs into field-ready phone surveys. Qualifications include familiarity with basic market research concepts of sampling, survey design, reliability/validity, and data reporting. General knowledge of computers, the computer industry and a willingness to work flexible hours, as needed, to finish west-coast projects and/or to meet tight deadlines necessary. Strong PC skills required with knowledge of Excel, FoxPro or Access, and data analysis and presentation software preferred. ***Location: Framingham, MA***

Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Research Manager (CW)

The successful candidate will manage all phases of survey-based market research, including script writing, data analysis, and reporting. You will work closely with in-house phone interview staff and with external phone service providers as needed to meet deadlines and control expenses as well as shape information needs into field-ready phone surveys and thereafter into effective reports and presentations. Qualifications include experience with market research concepts of sampling, survey design, reliability/validity, and data reporting. General knowledge of computers, the computer industry and willingness to work flexible hours as needed is desired. Prior relevant work experience preferred. BA/BS required, preferably in related fields. Strong PC skills required with knowledge of Excel, FoxPro, or Access, and data analysis and presentation software preferred. ***Location: Framingham, MA***

Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Sales Representative (FCW)

Federal Computer Week is seeking an energetic, independent sales rep to manage and sell back of the book advertising and card deck. Previous inside sales experience is a plus. Candidate must be motivated, creative and assertive. Previous publication experience and or knowledge of the government computer industry is helpful. BA/BS degree required.

Location: Falls Church, VA

Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Web Programmer (FCW)

Federal Computer Week is looking to fill 2 part-time programming positions. Looking for enthusiastic, self-starters with experience programming on-line Internet applications. Knowledge of UNIX, Perl, C/C++, CGI scripting, Java, and JavaScript highly desirable. This is an excellent opportunity for current college students pursuing a degree in the Computer Science/Information Systems field. Extremely flexible hours and telecommuting options for the right candidates.

Location: Falls Church, VA

Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Manager of Information Systems (IDG/IMS)

IDG Marketing Services seeks a Manager of Information Systems to direct the development and support of all information systems relating to US operations as well as the integration of systems linking IMS worldwide. You will manage an IS analyst and work closely with users throughout IMS to implement systems solutions for user needs. Position requires extensive technical background with 5+ years of experience, including user support, project management, LAN management in a client/server environment, as well as knowledge of Lotus Notes, Macintosh platform, and large-scale databases. Prior management experience preferred. Publishing industry and multi-platform experience also considered a plus.

Location: San Francisco, CA

Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Telecom Specialist (MAC/PCW)
The primary responsibilities of this individual will include administering top quality integrated telecom systems, coordinating, evaluating, and negotiating with multiple vendors, in addition to wiring, cross connect and punch down systems. Candidate will also oversee the design, selection, installation, and operation of hardware and software. Ideal candidates should possess a B.S. in telecom or related field, or have equivalent working experience of 2 - 5 years, along with knowledge of data communications principles. Proficiency with a Mac is required (Excel and Word), along with excellent verbal and written communication skills. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

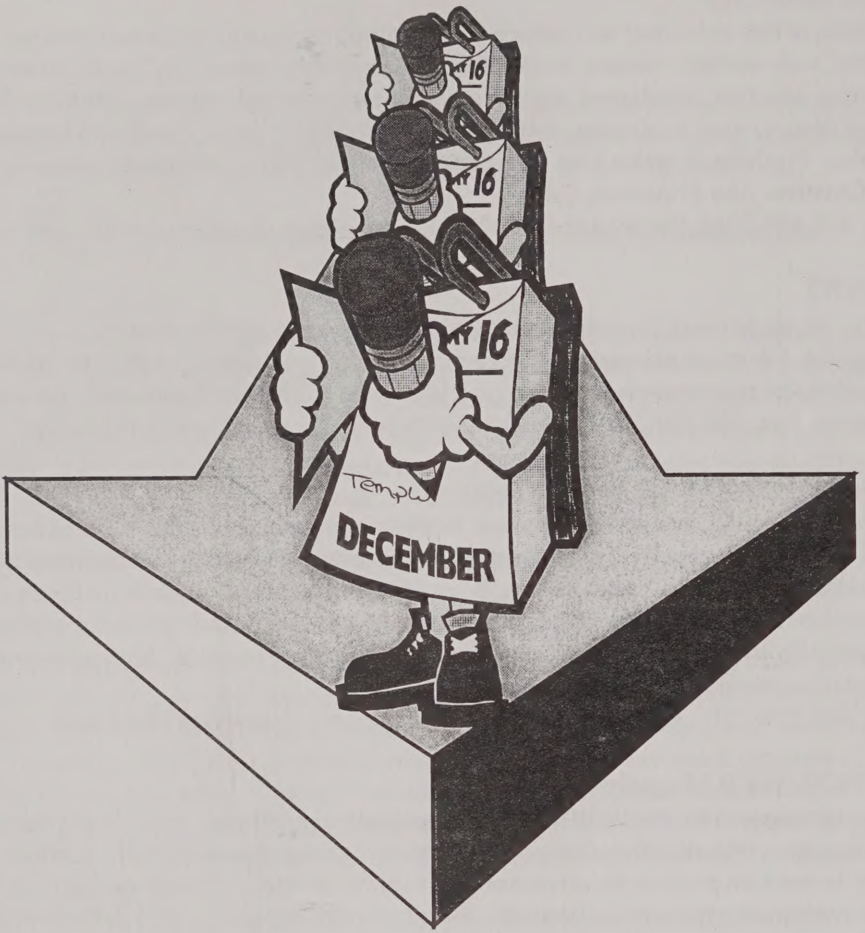
Account Executive (NW)
Network World is looking for an Account Executive to prospect new accounts, service existing accounts and sell advertising space for the Direct Response Advertising department. Experience within a publishing or high technology environment preferred and proven inside sales experience is helpful. Experience with FileMaker Pro desired. ***Location: Framingham, MA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Manager Business Development (PCW/WEB Magazine)
Responsible for identifying, analyzing, and acting upon new business opportunities for the WEB Magazine and it's on-line companion Web Central Station. Develop on-line and nontraditional print subscription sources and develop and implement a comprehensive business strategy for Web Central Station. Must have strong analytical skills, in-depth knowledge of internet publishing market both on-line and print, strong planning and organization, juggle multiple tasks in a fast-paced environment and ability to communicate effectively across multiple departments, clients and vendors. Strong presentation and proposal writing experience a must. ***Location: San Francisco, CA***
Contact: G. Mason, Fax: 415-974-7316, Phone: 415-978-3329, Email: greg_mason@pcworld.com

Research Manager (PCW/WEB Magazine)
Design, conduct, and present research for the WEB's Ad Sales and Marketing efforts. Assist the WEB's Editorial department in evaluating and increasing the publication's readership. Must possess strong analytical skills, attention to detail and accuracy are critical. Must be able to work on projects simultaneously and ability to deliver projects on tight deadlines. Should have a degree in related field or prior work experience in research. 2-3 years prior experience in an ad agency or media company preferred. Must be proficient in Windows, spreadsheets, and database applications, knowledge of presentation software is preferred. ***Location: San Francisco, CA***
Contact: G. Mason, Fax: 415-974-7316, Phone: 415-978-3329, Email: greg_mason@pcworld.com

Account Manager (PCW)
To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the Northern California territory which includes San Francisco. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing industry, thorough knowledge of PC's products and marketplace preferred. Knowledge of Northern California territory, excellent written and verbal communications skills as well as organizational skills desired. ***Location: San Francisco***
Contact: B. Carrigan, Fax: 415-974-7316, Phone 415-974-7405

Look for the next complete list of job opportunities across IDG on Monday November 25, 1996!
Visit the IDG Home Page at www.idg.com for a complete list of job opportunities!



The opening date for IDG TempWorld is rapidly approaching!

TempWorld
IDG

If you have any questions regarding the in-house temp pool serving the Framingham, MA area - IDG TempWorld - please contact Christine Curnyn at 508-935-4721.
Internet: christine_curnyn@idg.com

TEMPLATE

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Krugh, president of Technologies 'N Typography in Merrimac, Mass., to develop a Microsoft Word template that would allow IDC analysts to create research documents in a standard format using either a Windows or Mac platform. "Last year, Kevin created a similar template for producing the case studies at Harvard Business School and it worked wonders on their production," Niven said. The IDC template, known simply as IDC.DOT, has revolutionized IDC's entire production process, chopping in half the time it takes to produce a client-ready report and saving hundreds of thousands of dollars in the process.

THE CLICK OF A BUTTON

The template automates such processes as table creation, table of contents, list of tables, list of figures, portrait to landscape page layout, and a host of other features transforming what once required hours of formatting to the click of a button. The time saving allows the Publications Department staff to spend more time editing documents and creating complex graphics, adding higher quality while producing more documents in less time.

IDC Fax Flashes produced by analysts using the template automatically appear on IDC letterhead in a standard format, giving them a much more professional look than the typical fax. IDC Bulletins and Newsletters now have a similar look and feel, and IDC Reports have automatic page layout, table, and front matter features that make them much more simple to produce.

"An analyst not using the template to create his or her research documents is wasting an enormous amount of IDC time and resources," explained **Noelle Bonin**, the Publications department's template expert. "The cost of even one analyst not using the template severely affects a research group's bottom line and its time to market."

ELIMINATED AN ARMY OF TEMPS

Once the template had been tweaked to the satisfaction of the analysts and the IDC Publications Department, **Steven Lee**, electronic publishing specialist in the Electronic Products Group, worked with Kevin Krugh to create a macro that runs off the template and automatically reformats the documents so they can be distributed electronically through Lotus Notes. "Previously we employed a small army of temporary employees who did the reformatting manually, costing IDC approximately $16,000 month in temp fees," noted Niven. "Thanks to Steven and Kevin's macro, reformatting is now done with the touch of a button."

The macro will soon run off an NT server and automatically create the Notes documents — as well as Adobe Acrobat PDF files for CD-ROM clients and HTML files for distribution via IDC's Web site.

THROUGHPUT TIME DOWN BY 96%

"In less than one year, we have decreased our electronic publication throughput time by an average of 96%," Niven said. "At the same time, we're saving close to $200,000 a year in temp fees, and our sales department is happy to announce that IDC clients are getting the electronic version of documents from their desktop computers before the paper version lands on their desks!"

Niven is currently working with several overseas IDC offices to help them implement the template. Among those that have already signed on are IDC U.K., IDC Benelux and IDC Canada, each of which is reporting great success.

"One of the most-often voiced concerns of IDC customers is how they can get IDC worldwide research electronically," Niven explains. "If all the IDC offices worldwide used the IDC template to create their documents and then sent those Word files to me, our group could convert them instantly for distribution via Lotus Notes, CD-ROM, and the Internet — and efficiently meet those customer demands. Right now, documents sent from Europe that are not done in the template can take more than a week to process for electronic distribution."

The template, fonts, and User Guide can be downloaded from the IDC Website (http://www.idcresearch.com/idctemplate/) or by contacting Dan Niven in IDC Framingham.

Any IDC office interested in learning more about the template and how to install it may contact Dan Niven at: dniven@idcresearch.com or tel: 508-935-4329.

Reminder: GE BusinessTalk's Days are Numbered!

The GE BusinessTalk system is being phased out by the IDG Global Communications group. All corporate information resources are being moved to IDG Central on the Web and/or Lotus Notes. Business units that continue use of GE BusinessTalk after Oct. 1, 1996 are being charged back for their usage. If you have any questions regarding GE BusinessTalk, the IDG Lotus Notes network, or IDG Central, contact **Jeff DeBalko**, president of IDG Global Communications, at jeff_debalko@idg.com.

ATTENTION JOURNALISTS

As part of the BusinessTalk phase out, the IDG News Service will cease updating its databses on the GEIS BusinessTalk system on Nov. 30. In place of the BusinessTalk system, the News Service is pleased to announce the immediate availability of its real-time news wire over the Internet on a secure Web site at: www.idgns.com.

The site is accessible directly or through the IDG Central Web site, but either access point will require an individual login and password assigned by the News Service. (If you already have a login and password for the IDG Central site, you will need an additional login and password to access the IDG News Service content.)

IDG journalists who want access to the News Service on the Web should contact **Scott Magoon** at tel: 617-423-1308 or send an e-mail via the Internet to: scott_magoon@idg.com for a login and password.

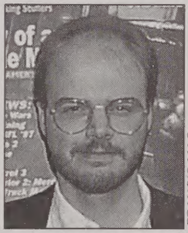
NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

GHIRARDI

Jim Ghirardi, previously IDG's director of finance and corporate development, has been named vice president/finance for IDG. He joined IDG in December 1994. "Jim has quickly established his contribution to IDG's success through his skills in negotiation, financial analysis and investment community relationships," said IDG President **Kelly Conlin**. "He is a valued member of the IDG Executive Committee, and we all look forward to having the benefit of his counsel in the years ahead."


FRANCIS MAO

KLETT

Steve Klett, formerly senior reviews editor of *PC Games*, has been appointed editor of the publication. "We believe Steve is the ideal editor for *PC Games* because of his deep understanding of games and enthusiasm about this market," said PC Games President and Publisher **Gini Talmadge**. "When you combine that with a very strong editorial background, you've got the perfect combination."

FRANCIS MAO

YENPASOOK

Janice Yenpasook, formerly an online intern at GamePro Media Group, has been named assistant online editor. Janice is studying business and MIS at San Francisco State University.

Andrea Zurek, formerly sales associate at *Computerworld*'s Burlingame, Calif., office, has been promoted to account executive. "Andrea brings great energy, enthusiasm and commitment to her work," said Senior District Manager **Christine Curry**. "These qualities, coupled with the great relationships she has developed with our clients, will enable our team to substantially increase business for *Computerworld*." Andrea is pursuing an MBA in marketing from Santa Clara University.

TISH LEHANE

ZUREK

NEW EMPLOYEES

CIO's list rentals are now being handled by List Rental Assistant **Amy McCabe**. Amy earned a B.S. in communications from the University of Massachuetts this past spring and lists weight lifting, outdoor activities and cooking among her interests.

Network World welcomes **Brenda Mays** as a sales assistant in the Sanata Clara, Calif., office. Brenda recently worked as an administrative assistant at Cirrus Logic. She is in the midst of earning an associate's degree in liberal arts at Mission College.

NW's Washington, D.C. bureau welcomes Senior Writer **Denise Pappalardo**, who will focus on carrier services and Internet service providers. She recently served as bureau chief for *Telephony Magazine*.

FRANCIS MAO

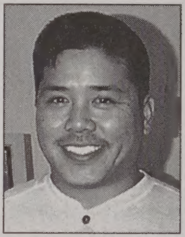
RECTOR

Fresh out of the University of California/Riverside with a B.A. in English, **Brett Rector** has joined *GamePro* as a copy editor. He is an avid gamer and also finds time for roller hockey, softball, golf and an occasional foray into basketball.

FRANCIS MAO

GOLDBACH

PC Games welcomes two new employees. Ad Sales Coordinator **Arlette Goldbach** previously worked at Hi-Image, Inc. as an inside sales representative. She has a A.A. in business administration from Santa Rosa Junior College and is pursuing a marketing degree at California State University/Chico. Arlette enjoys swimming, broomball and biking.


FRANCIS MAO

GARCIA

Executive Assistant **Anthony Garcia** previously worked as a researcher and production coordinator at KRON-TV. He earned a B.A. in broadcasting and business and outside the office enjoys biking, playing volleyball and going to films.

IDG Books in Indianapolis has hired **Jody Kennen** as a marketing assistant for Dummies Press. Jody recently graduated from DePauw University with a B.A. in communications and spent five weeks traveling through Europe before joining IDG.

Kristin Ann Williams has joined IDC's Irvine, Calif., office as a senior account executive. She previously worked as an independent sales representative for *Managing Automation* magazine. Before that, Kristin handled Southwest regional sales for *Digital NEWS*, and IDG colleagues may remember her by her maiden name, Kristin Neubauer. Kristin enjoys traveling and culinary arts when she's not in the office.

At IDC Mt. View, Calif., **Mario Morales** has been hired as manager of semiconductor research. He recently served as senior business analyst for NEC Electronics. Mario has a degree in business administration and finance from San Jose State University and spends his free time exercising and playing soccer and basketball.

Send Us Your News!

All IDG business units around the world are encouraged to send news of recent hires and promotions for use on this page. Pictures are especially welcome! Send your information to: *IDG World Update*, 31 Milk St., Boston, MA 02109 or via the Internet: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Karen Weston - IDC

TWELVE YEARS
Diane Deflorio - IDC

TEN YEARS
Jake Widman - Publish

NINE YEARS
Karin Lorenz - Computerworld

EIGHT YEARS
John Grogan - PC World
Harvey Diamond - PC World

SEVEN YEARS
Scott McCready - IDC
Yuen Yeh - InfoWorld
Sandy Wong - PC World

SIX YEARS
Oliver Lawrence - InfoWorld
Don Seay - Network World
Charles Pillar - Macworld

FIVE YEARS
Elizabeth Freedman Girioni - IDC

FOUR YEARS
Paul Arabasz - IDC
Laura Hunt - IDC
Gisle Orlund - IDG Norway
Elizabeth Dougherty - Macworld
Victor Perez - IDG Mexico

THREE YEARS
Richard Heiman - IDC
Lauri Jones - IDC
Priscilla Drummey - IDC
Charlotte Ziems - InfoWorld
Adam Gaffin - Network World
Jeff Sacilotto - Macworld

TWO YEARS
Matthew Toolan - IDC
Keren Seymour - IDC
Rona Shuchat - IDC/LINK
Seana Dowling-Guyer - IDC
Patrick Marshall - InfoWorld
Riza Ogur - IDG Turkey
Stacy Collins - IDG Books
Julian Milenbach - PC World
Jocelyn Ritchie - PC World
Silvia Cardinale - IDG Italy
Gerard Locke - IDG UK
Emma-Jane Regester - IDG UK
Christian Boden - IDG Germany
Ron Milton - Internet Commerce Expo

ONE YEAR
John Brown - IDC
Daniel Dorval - InfoWorld
Thuy Duong Le - InfoWorld
Laura McCaghey - InfoWorld
Sandy Kolste - InfoWorld
Deidre Ball - Network World
Sema Aksu - IDG Turkey
Johanna Bader - IDG Books
Mark Bourgea - IDG Books
Lenora Chin - IDG Books
Stephanie Dere - IDG Books
Rick Chakoff - IDG Books
Patricia Hyde - Computerworld
Paul Brown - Macworld
Peter Ho - Macworld
Fay Harwood - IDG UK
Mark Caruso - Internet Commerce Expo
Linda Heilman-Bishop - ICE

KEY

continued from page 4

ing marketing consultancy. Client Services, via the use of research and experience, then aims to skew client strategy to target the IT press. Using the information gained from these clients as the communications platform, a local sales team can find out the latest client strategy, get ideas to increase client spending or bring a Client Services director to appropriate local meetings. EAT will enable the Client Services team, and often the clients they service, to understand the local market dynamics in each of the European countries.

IMS will run the IT systems necessary to enable better communication between all the EAT members.

What are the key issues for EAT?

At the Madrid EAT meeting in October, six working parties were set up to analyze and find solutions for the major issues facing IDG, namely, communication and threats from other media.

1) **Media Survey**. This team will develop and deliver local and European sales tools to the EAT team with specific arguments favoring IT and IDG press against business press and television.

2) **EAT Communication Content**. This team will decide on the importance, relevance, quantity and types of information available for EAT members, including client information, industry data and IDG information.

3) **Data Collection Systems**. This group will look at the Global Passport Program and the Common Advertiser Report Platform to decide the format and requirements for sharing this data in real time as well as making EAT members aware of the uses and competitive advantages of this data.

4) **EAT Communications Channels**. This team will define and establish the most effective and efficient communication channels for EAT, including on-line and software options, hard copy and Lotus Notes.

5) **EAT Communication Frequency**. This team will decide on the control of information flow and how often this information should be communicated to members of the group.

6) **EAT Lobby Group**. This group will focus on how the EAT Team as a group should communicate to IDG's Corporate Support Center in Boston to gain support for its findings and recommendations.

Is this "virtual account team" limited to the EMEA region only?

No. EAT will be integrated into a global approach via IMS. The Client Services team will liaise with the U.S., Latin America and Asia-Pacific IMS teams to work as a single unit for the largest global clients.

CELEBRATING 10

Ken Hoyt

HOME: Hopkinton, Mass.

JOINED IDC: June 1986 as a distribution channels analyst.

CURRENT TITLE: Director of Major Accounts Sales

OTHER STOPS ALONG THE WAY: VAR database product manager; Midwest sales rep; sales manager; national account manager

MOST CHALLENGING PART OF YOUR JOB: Making plan every month!

LATEST ACCOMPLISHMENT: Finished FY96 with $4,824,000 in sales.

MOST UNUSUAL THING THAT'S EVER HAPPENED TO YOU AT WORK: During my first year here, I was told to get a manicure and show up at a Boston studio to have a picture of my hand taken for use in the company's new corporate brochure. The company paid for the manicure, so I did what I was told!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The work environment, the best products and rising market share, customers, the opportunity to learn and advance and the ESOP!

MOST REWARDING THING YOU'VE EVER DONE? Raising my family — Jessica, 5, and Ashley, 3 — the adventure continues!

DREAM DESTINATION: A month touring the U.S. national parks in a large RV with my family.

RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN (LEFT) RECENTLY ESCORTED *IDC's **Ken Hoyt** to dinner at the Ritz-Carlton in Boston in honor of Ken's 10 years of service to the company.*

MANAGER'S PROFILE: " As Ken's new manager, I've had the pleasure of working directly with him for all of six weeks. In that short time, I've discovered that Ken likes to dress well and is struggling with the concept of business casual. He's phenomenally organized, which I'm not, and that has made the last month of transferring six years of IBM knowledge, primarily stored in my head, to a guy that likes detailed documentation an interesting and exciting exercise for us both. In all seriousness, Ken has been a proven success story in IDC sales for 10 years, I am really pleased to have him on my new Major Accounts sales team. I do believe we've got the makings for a beautiful working relationship."

— ***Brad Thorpe**, vice president, Major Accounts Sales, IDC*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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PAGE 2

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PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Signs License for *Computerworld* in Croatia

The number of countries that have a *Computerworld* brand in circulation stands at 48, ever since a Croatian publisher signed a license in late October to publish a local version of *Computerworld.*

Computerworld Hrvatska (translation: *Computerworld Croatia*) is slated to appear bi-weekly beginning in mid-December. IDG's partner in the project is Znak Publishing Ltd., which has been IDG Books' Croatian translation publisher for the past two years.

CW Hrvatska will fill a market void by providing timely information about the IT industry for managers, Znak executives said. There are currently 10 computer magazines in Croatia, none publishing more frequently than monthly. In addition, none of them has the backing of a strong local publisher such as Znak.

CW Hrvatska will have a first-year print run of 8,000 copies with a goal of 20,000 copies in three years.

For more information, contact Director ***Srjdan Gulic*** *or Editor-in-Chief* ***Ivica Prevarek,*** *Znak Publishing Ltd., Rendiceva 28b, 10000 Zagreb, Croatia. Telephone: 385-1-22-62-10, fax: 385-1-21-05-48, or via e-mail: srdjan.gulic@znak.tel.hr.* 🖳

IDG Books' ...*For Dummies* Series Turns Five

WITH A RELAXED IDG BOOKS CEO JOHN KILCULLEN REGISTERING HIS APPROVAL, IDG *Books' translation licensees show off their ...For Dummies local editions at the Frankfurt Book Fair last month. (Front row, left to right):* ***J.R. Han****, Korea,* ***Derek Stordahl****, IDG Books;* ***Christina Turner****, IDG Books;* ***Diana Rotaru****, Romania;* ***Kristina Pappas****, IDG Books;* ***Benny Nielsen****, Denmark;* ***Joanna Kopanczyk*** *and* ***Tom Zajbt****, Poland. Standing:* ***Marc Mikulich****, IDG Books;* ***Miklos Baraz*** *and colleague, Hungary;* ***Adhi Mardhiyono****, Indonesia;* ***Mladen Majdak****, Croatia (hidden);* ***Osvaldo Siciliano****, Brazil;* ***Lennart Zetterström****, IDG Sweden (in back);* ***Gennady Petrikovets****, Russia;* ***Jean-Pierre Cano****, France;* ***Giannis Faldamis****, Greece;* ***Wlodek Binczyk****, Poland;* ***Ole Pedersen****, Denmark (in back);* ***Min Jung Wang****, China;* ***Grazyna Jedrzejec****, Poland;* ***Vikas Gupta****, India;* ***Wang Zhiyu****, China.*

It all started on Nov. 12, 1991. That was the day IDG Books Worldwide, IDG's then-fledgling book publishing company, introduced *DOS For Dummies®* to the market, ignoring industry pundits who claimed readers would be offended by the assumption that they were technologically challenged.

Instead, those who struggled to understand the cryptic DOS language embraced Dan Gookin's book. The humor, helpful icons and cartoons that made *DOS For Dummies* an instant best-seller

• CONTINUED PAGE 4 •

IN BRIEF

PC World's December Issue Surges to Record Revenue

PC WORLD
From CDs to PCs
Best Buys
For the Holidays

Top-notch editorial, high circulation, industry prestige and hard work by the sales staff enabled *PC World*'s December issue to surpass the publication's previous ad sales record.

The upcoming issue weighed in with 290.66 ad pages and over $5.5 million in revenue, a 6.83-page increase and a $160,222 increase over the December 1995 issue.

Publisher **Sam Huey** pointed out that *PC World*'s vaunted editorial, which has earned more than 20 top editorial excellence awards in three years, as well as its record-setting monthly circulation rate base of 1.1 million, means that *PC World* rivals the more mainstream business magazines such as *Forbes*, *Fortune* and *Business Week*. "That is a precedent-setting new reality," Huey said. "Everyone at IDG should be proud of that accomplishment."

"*PC World*'s all-time record-setting issue is simply illustrative of the market recognizing us for doing the most effective job in delivering the largest concentration of computer product and business management buyers found anywhere. Advertising goes where advertising works, and the market knows it works wonderfully in *PC World*!"

Swiss Office Plans Relaunch of *PCtip* as Stand-Alone Title

IDG Switzerland has terminated its joint venture agreement to produce *PCtip* with the newspaper *Tages-Anzeiger* and plans to relaunch the as a stand-alone in March 1997. At that time, the trademarks *PCtip* and PCtip Online will be fully owned by IDG.

"We felt that we can better serve the reader and the advertiser markets through a dedicated professional/special interest publication," said IDG Switzerland Managing Director **Gebhard Osterwalder**. "We can focus better on the needs of the qualified PC user and we can print fewer copies while generating more readers per copy."

The staff plans to make the title less consumer-oriented than it is now and will be finishing a reader and advertiser survey on editorial and marketing concepts at the end of this month.

Part of the reason for altering *PCtip* is to strengthen IDG's position against *Computer Bild*, a German title from Springer Verlag that is on Swiss newsstands.

As Springer could launch a similar title with a Swiss partner, IDG aims to capture the market first.

ExecuTrain Expands in China, Sweden, Mediterranean Region

Computer training company announces plan to buy 57 franchises in major consolidation effort

ExecuTrain Corp. has extended its global master franchise lineup to include China, Sweden and specified territories within the Mediterranean region. The company currently operates 17 master franchises with 54 locations outside the U.S.

ExecuTrain of China is owned and operated by IDG China. Located in Beijing, the franchise is headed up by **Chen Gong**, the current vice president of IDG China. **Wang Genbao** is the general manager.

ExecuTrain of the Mediterranean, headquartered in Malta, is operated by SoftSense Training Co., a joint venture of Omnisoft Computers and St. Martin's Education Services.

ExecuTrain of Sweden's new master franchise is located in Skärholmen and is owned by the Eiknes Business Group, a network and data communications solution provider.

The company also recently announced that it will secure $50 million in capital from private investments and debt financing to expand its business and acquire 57 franchise training centers worldwide including operations in Chicago, London, Los Angeles and New York.

"By broadening the share of corporate-owned offices in major markets, ExecuTrain can better focus on delivering consistent high-quality training management programs to clients throughout the world," said **David Deutsch**, co-founder and CEO of the company.

IDG owns a majority stake in the Atlanta-based ExecuTrain. Established in 1984, the computer training company has a total of 181 franchise and company-owned locations in 23 countries. In 1996, the company will train more than 1.2 million people worldwide.

Last Chance for a Free Meal!

The deadline for entering the IDG Central Online Treasure Hunt is fast approaching. Simply log on to IDG Central and answer the six questions listed on page 8 of the Nov. 4 issue of *IDG World Update*. The contest is also available online on the *World Update* section of IDG Central on Lotus Notes or the company's internal Web site (http://globalidg.com). If you need a password, send an e-mail with your name and business unit to globalcomm@idg.com. A separate IDG News Service logon and password may be requested from **Scott Magoon** via e-mail at: scott_magoon@idg.com.

ON LINE

RALPH PETER RAUCHFUSS

The managing director of Computerwoche Verlag GmbH is this week's guest columnist.

Part 1 of Ralph Peter Rauchfuss' column appeared in the Nov. 11 issue.

Q What new projects are you currently undertaking or planning?

A Each of Computerwoche Verlag GmbH's publications has its own videotext page on the Internet. Both *Computerwoche* and *ComputerPartner* [the reseller publication] have their own home page. From there, jumps to our own search tool are planned for researching on the Internet. Links lead to current information, to forums for IT experts and to professional advice for users. In particular the career section and the discussion groups should enable close contact between readers and editorial offices. For advertising partners, the new media form the platform for innovative advertising concepts.

Another new feature is the page about IDG Germany and thus the jump to the highly successful magazines *PC Welt* (*PC World*) and *MacWelt* (*Macworld*), run by my colleague York von Heimburg, general manager of IDG Magazines. A further jump then leads to the home page of International Data Group (http://www.idg.com).

We are ready to set up additional print media for new markets at a moment's notice. In addition, seminars and conventions, CD-ROMs and books are soon to be converted to online form, on subjects such as network management, intranets and the Internet.

What are the biggest challenges facing your company in the months ahead?

Our publishing house is equipping itself for the years to come and for the transformation of the market. "Shaping a positive future for our company" is the motto of the project, "Innovation Management Computerwoche Verlag GmbH," set up by the managing board over a year ago. Our policy of innovation management aims to build up long-term company success with the direct participation of the employees, based on the binding corporate objectives, principles and regulations. A key component of this project is the qualifications offensive for managerial staff and other employees alike, aimed at maintaining the skills and motivation of the staff at the highest level.The supreme goals, moreover, are to competently inform readers and users, to take a bigger slice of the pie in the competitive advertising market, and — despite widespread cost-cutting measures in German companies — to increase the number of subscribers.

How would you describe the office culture at Computerwoche?

In our spacious new office building near the English Garden, our staff can easily feel at home. Five of our current staff members have been with CW for more than 20 years, and 21 (16%) have been with us for more than 10 years.

All members of the staff are strongly motivated and want to further improve the quality of their work, a desire that is related to our strong market position. We've also instituted an annual program in which we give out an award for the person who has the best idea for improving their or their group's productivity or quality of work.

Outside the office, fitness training and tennis, top choices on the employee survey, are supported by the publishing house. This is the first year we have had a fitness subsidy program, and we may add more choices next year. It's a good way to have people come together outside of business. We also sponsor an annual ski weekend, and spouses and friends can come and understand why we spend so much time together!

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

DUMMIES

continued from page 1

spawned a publishing phenomenon.

IDG Books CEO **John Kilcullen**, who championed the Dummies cause from the beginning, said he knew the concept would work because he understood people were frustrated, and sometimes frightened by, technology and needed a friendly guide to take the fear out of learning.

"We believe Dummies is a term of endearment," Kilcullen said. "We understand that our readers are smart, busy people who are frustrated by all they need to know to keep pace in the '90s."

The success of the ....*For Dummies* brand has helped fuel the growth of IDG Books Worldwide, making it one of the fastest growing book publishers in the U.S. with 1996 revenues in excess of $100 million.

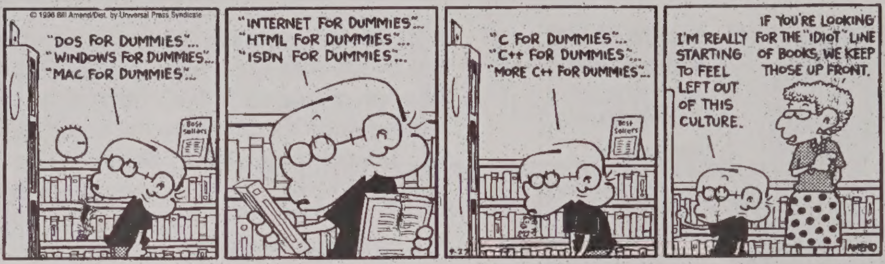
Five years and 230 titles later, the Dummies brand is going strong. There are more than 30 million *...For Dummies* books in print covering a wide range of technology, business and general interest topics, from *Windows®95 For Dummies®* to *Law For Dummies™* to *Chess For Dummies™*. The series has enjoyed worldwide appeal. With the recent signing of a Lithuanian publisher, Dummies titles will be published in 32 languages.

To celebrate the series' anniversary in the U.S., IDG Books' marketing department is working with its channel partners on promotional campaigns. Barnes & Noble bookstores have an exclusively Dummies-oriented ad that emphasizes "give the gift of knowledge" in *The New York Times* and a dozen other major market newspapers; most B&N stores also will feature a table of Dummies titles.

Borders Books is planning to feature Dummies titles in its holiday television campaign. Other promotions are planned for computer stores and office superstores.

The Dummies story has been featured prominently in *Publisher's Weekly* (late October) and *American Bookseller* (November).

FOX TROT by Bill Amend


© 1996 Bill Amend/Dist. by Universal Press Syndicate
"DOS FOR DUMMIES"...
"WINDOWS FOR DUMMIES"...
"MAC FOR DUMMIES"...
Best Sellers
"INTERNET FOR DUMMIES"...
"HTML FOR DUMMIES"...
"ISDN FOR DUMMIES"...
"C FOR DUMMIES"...
"C++ FOR DUMMIES"...
"MORE C++ FOR DUMMIES"...
Best Sellers
I'M REALLY STARTING TO FEEL LEFT OUT OF THIS CULTURE.
IF YOU'RE LOOKING FOR THE "IDIOT" LINE OF BOOKS, WE KEEP THOSE UP FRONT.
AMEND

THE DUMMIES SERIES HAS BECOME SUCH A PART OF POPULAR CULTURE THAT IT HAS *found its way into syndicated cartoons and the monologues of talk show hosts Jay Leno and David Letterman.*

REPRINTED WITH PERMISSION FROM UNIVERSAL PRESS SYNDICATE

Dummies Invade Frankfurt

IDG Books' international strength was evident at the Frankfurt Book Fair last month.

The largest gathering ever of...*For Dummies* translation publishers assembled for an IDG Books-sponsored workshop and anniversary celebration. Attendees saw a video showcasing promotional ventures that included Dummies TV commercials in Croatia and Korea; buses with Dummies motifs in Singapore; and *Sex for Dummies* author Dr. Ruth Westheimer on the Conan O'Brien TV show in the U.S.

FRANKFURT FOR DUMMIES
N
BOCKENHEIM
ALTSTADT
SACHSENHAUSEN
IDG BOOKS
IDG Books Worldwide, Inc.
...rating 5 Years of Dummies
OVER 30 MILLION BOOKS IN PRINT IN 30 LANGUAGES

Workshop attendees also had a chance to talk about their local markets and share tips on surmounting common challenges.

Frankfurt fairgoers could be seen with their hands on the IDG Books name almost everywhere. IDG Books had printed a laminated guide to Frankfurt that featured a "Frankfurt For Dummies" map on one side and a "SECRETS® for discovering Frankfurt and the Book Fair" tip sheet, with hotel and city information on the other side.

The map was available at the IDG Books booth and had also been polybagged with the pre-Frankfurt issue of *Publisher's Weekly* in September.

IDG Books' successful ...SECRETS series, which reveals previously undocumented computer tips and time-saving tricks for sophisticated PC users and programmers, also celebrated its fifth anniversary this year.

DUMMIES INTELLIGENCE

Most ...For Dummies books in print, all editions: *Windows For Dummies*, 4.1 million copies.

Number of Dummies trade titles to be published in 1997: 30

Number of Dummies tech titles to be published in 1997: 140

Dummies Web site: http://www.dummies.com

Entire ...For Dummies series voted "First Place: Best Computer Book" by Computer Currents' Readers Choice, 1996

Dummies campaign puts IDG Books among top 100 U.S. companies for marketing excellence, 1995 Advertising Age

Four first-place awards, Computer Press Association (1994-96).

Job Opportunities
Monday, November 18, 1996

Regional Manager (CW)
Responsibilities include representing the ComputerWorld Buyers Database within the western region, support of ROP advertising sales by using the available data, research and resources of the CW Buyers Database. The selected candidate will also facilitate usage with the advertising base to provide added value to advertising, call on and present research, data, and sales lead programs to CW advertising clients, prospects and agencies. Limited travel is required. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Art Director (FCW)
Experienced Designer and manager needed for creative direction and hands-on work in the editorial art department for a fast paced weekly trade newspaper and its related publications. Mac, Quark X Press, Illustrator and Photoshop proficiency necessary. ***Location: Falls Church, VA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Online Development Manager (GamePro)
A dynamic, experienced new media professional is needed to develop online editorial copy and act as a representative of GamePro Online. This position requires working knowledge of the computer/game industry: html applications and/or programming; excellent analytical, written and verbal communications skills and website development a plus. Flexibility and an eagerness to learn in a fast paced, team culture is essential. ***Location: San Mateo, CA***
Contact: C. Sandor, Fax: 415-349-1598, Phone: 415-286-2515, Email: NA

Intern, Printers Program (IDC)
This part time internship (16-24 hours/week) will conduct market research using IDC resources and through discussions with industry contacts to support IDC senior analysts and clients in the computer printer industry. Strong communication, writing and computer skills are necessary. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

Sr. Research Analyst, Distributed Management (IDC)
The individual in this position will lead IDC's research on the distributed network and systems management markets. The analyst will be responsible for analyzing technology and business trends for products and vendors in the LAN and WAN management markets and delivering analysis to clients. A qualified candidate must be self motivated with strong research, writing, interpersonal, and analytical skills. Knowledge of LAN, WAN or network management markets is a must.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

Marketing Coordinator, Emerging Markets (IDG/B)
The individual in this position will provide a high level of support for the development and implementation of marketing strategy for IDG Books Emerging Markets; Education, Corporate, Direct Response and Mail Order. The candidate will be part of a sales team marketing to these audiences. This position requires experience in catalog preparation, ad piece development, mail order and direct response mechanisms. Must possess strong organizational and computer skills and be comfortable in a fast pace environment. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Corporate Key Account Manager (IDG/B)
The individual in this position will be responsible for sales of print and electronic products to key OEM and Fortune 500 customers. Candidates should have experience with Fortune 500 corporate sales of print, software, hardware and licensing.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Educational Account Manager (IDG/B)

Responsibilities include the sales of IDG Books' products to the adoption and trade markets in education from K-12 through college. Candidates should have experience in education adoption sales and marketing. Excellent opportunity for growing new territories with a product line that has shown strong success in the education market. ***Location: CA IL NY GA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Sales Associate, Emerging Markets [4] (IDG/B)

These four part-time (29 hours per week) telemarketing positions will focus upon sales of our print products to corporate markets. Responsibilities include both out-bound and in-bound phone solicitation of current and potential customers to determine customer need. Candidates should be able to work a flexible schedule between 8:30AM and 3:00PM and have related industry experience. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Regional Sales Manager (IFW)

Primary responsibility is to increase sale of ad pages and share-of-market in both our print and "electric" editions within a territory by sound sales techniques and ethics. Must develop a thorough understanding of the PC market and publications position and value within that market. The Regional Sales Manager will train and manage an Account Executive and Sales Associate to maximize office efficiency and customer support. Requires a minimum of five years in computer publication ad sales. ***Location: Framingham, MA***
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email:ellen_aronowitz@infoworld.com

Online Development Manager (PC Games)

A dynamic, experienced new media professional is needed to work with internal and external resources to create and maintain existing electronic/online presence while exploring and developing new online business and promotional opportunities. You will report to the publisher and work with editorial, sales, marketing and our online staff in promoting and enhancing existing ventures as well as develop new electronic opportunities. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Production Manager (PC Games)

An experienced production manager is needed with 5+ years of desktop publishing experience and four color Macintosh production proficiency including knowledge of QuarkXpress, PageMaker, Photoshop, Illustrator and Microsoft Word. This position requires a self-motivated, spontaneous, organized, creative and deadline sensitive individual with the desire to be part of a fast paced, entrepreneurial team. ***Location: San Mateo, CA***
Contact: J. Ma, Fax: 415-349-5279, Phone: 415-286-2555, Email: -NA-

Presentation Specialist (PCW)

The individual in this position will provide the PC World Sales team with presentation materials as rapidly as possible. This will involve working closely with several other PC World employees, taking raw information and quickly turning it into charts that communicate, as well as organizing files so as to make the information rapidly accessible. This individual will be responsible for graphic design and printing of PCW's presentations. Must be able to work under tight deadlines and should have strong interpersonal skills. Must have command of Freelance Graphics for Windows and a working knowledge of Quark and PhotoShop on the PC. ***Location: San Francisco, CA***
Contact: S. Wong, Fax: 415-442-1891, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

Look for the next complete list of job opportunities across IDG on Monday, November 25, 1996!
Visit the IDG Home Page at www.idg.com for a complete list of job opportunities!

DUMMIES GAIN GLOBAL RECOGNITION

Since the word Dummies has an English-language heritage, exporting the name has not been without challenges.

Although translation publishers were initially free to translate the word Dummies if they thought it would be the best way to sell it locally, today IDG Books encourages its partners to use the English word whenever possible. Using "Dummies" helps reinforce it as a brand word and also solidifies the brand concept if English-language editions are eventually imported into the country.

Sales of Dummies books in Germany, for example, increased dramatically when the publisher changed the name from *...Für Anfänger* (for beginners) to *...Für Dummies.* Efforts to standardize the use of the word Dummies have also been successful in, among other places, China, Denmark, the Czech Republic and Finland.

In countries where the English word Dummies is completely unfamiliar (usually outside of Northern Europe), publishers have been defining the word on their own terms. The publisher in Spain has successfully relaunched the brand as *..Para Dummies*, defining the word as an acronym: "Dispuesto Unicamente a Manejar Manuales Interesantes Excellentes y Sencillos" ("for people who are uniquely disposed to use interesting, excellent and simple manuals.")

In some countries, however, using the Dummies term won't work because it sounds like an unrelated word in the local language. The publisher in Lithuania plans to devise a translation, since Dummies sounds like the Lithuanian word for smoke.

IDC Honors Top Salespeople at Annual Awards Ceremony

IDC's top sales performers in the U.S. were recognized at the IDC sales meeting in Napa Valley, Calif., on Oct. 17. Director of Consulting Sales/ Eastern Region **Terri LeBlanc Bergstrom** earned Salesperson of the Year honors for the second consecutive year. In addition, awards were given out for best support of U.S. sales by an analyst and special achievement for excellence in Asia/Pacific sales.

"1996 has been a transitional year for IDC's sales team," said IDC Group Vice President of Sales **Don Best**. "Besides maintaining our dominance in the IT vendor category, we re-entered the corporate IS and financial markets, and we successfully launched IDC's global selling initiative. Despite all of this change and additional responsibility, our salespeople continued to demonstrate that they're the best in the business."

1996
Storage
Volume 2: Bulletins/Newsletters
1996
Unix and Server Operating Environments: Database and Operating Environments
1996
Terminals

IDG WORLD UPDATE

TERRI BERGSTROM KNOWS HOW TO *get research into the hands of customers.*

SALESPERSON OF THE YEAR
(For highest percentage achievement of total quota: 118%.)
Terri LeBlanc Bergstrom

IDC GOVERNMENT/OUTSTANDING CIS* RENEWAL RATE
(For achievement of over 100% of renewal quota.)
Dana Moore, Ted Poe

SUPPORT OF U.S. SALES BY A U.S. ANALYST
(As voted by U.S. salesforce.)
Sean Kaldor

SUPPORT OF U.S. ANALYSTS BY A U.S. SALESPERSON
(As voted by U.S. analysts.)
Brad Christenson

ACHIEVEMENT OF 100% TO 110% OF TOTAL FY96 QUOTA
Brad Christenson, Janice Dempsey, Sandra Harrington, Brent Romero

ACHIEVEMENT OF 110% TO 115% OF TOTAL QUOTA
Freeman Bradley, Steve Fontaine, Denise Haines

ACHIEVEMENT OF 115% OF TOTAL QUOTA AND OVER
Steve Auerbach, Terri LeBlanc **Bergstrom, Steve Cooper, Ken Hoyt, Cheryl Toffel, Trace Weatherford**

ROOKIE OF THE YEAR
(For outstanding performance during her first six months in sales: 146% of plan.)
Trace Weatherford

SPECIAL ACHIEVEMENT AWARD FOR EXCELLENCE IN ASIA/PACIFIC SALES
(For his leadership in helping IDC Asia/ Pacific bring in new customers.)
Nathan Hill

HIGHEST % OF CIS OVER PLAN
(For achieving 141% of CIS quota.)
Brad Christenson

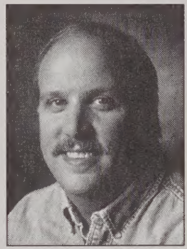
HIGHEST NEW CIS
(For bringing in the most new CIS: $1.3 million.)
Tie: **Freeman Bradley, Ken Hoyt**

**Continuous Information Service*

NOTEWORTHY

PROMOTIONS

Chris McAndrews, who has headed up IDG's U.S. marketing efforts since 1994, has been promoted to senior vice president of marketing for IDG Marketing Services. He will now be responsible for IDG's corporate marketing efforts worldwide, including advertising, direct mail, trade shows, interactive, events and public relations. Chris is a graduate of Harvard College and Stanford Business School.


PETRELEY

Nicholas Petreley, formerly *InfoWorld*'s executive editor, Reviews & Testing, has been named editor at large. In his new role, Nick will focus on expanding the influence and advocacy of *IW* in print and in person — at conferences, online, at reader events, in vendor visits and through being available as a source for reporters from the mainstream press. He will continue to write a weekly column for *IW*. "Nick is a natural for the role because he's already extremely popular with our readers," said Editor-in-Chief **Sandy Reed**. "In the seven years Nick has been on the *InfoWorld* staff he's used his programming background and great writing style to build a unique bond with the IS managers in our audience."

IDG WORLD UPDATE

HEIMAN

Dick Heiman, previously senior research analyst, has been named research manager in IDC's Application Development Tools (ADT) program. "Dick's contributions in delivering high quality supply- and demand-side research, combined with his propensity for writing deliverables that prove to be best-sellers, have directly helped the ADT program to have its most successful year yet," said ADT Director **Stephen Hendrick**.

Evan Quinn, previously research manager for IDC's Application Development Tools program, has been promoted to research director and program manager for the Internet Software Program. "Evan's contributions in the third generation languages and Internet tools market have been a tremendous help to the Application Development Tools program and IDC in establishing a high degree of credibility in this important software market space," said ADT Director Stephen Hendrick.

NEW EMPLOYEES

Brenda Patterson has joined IDG Books Worldwide as director of national account sales, based in Indianapolis. For the past five years she served in a similar post at Macmillen Publishing. Brenda earned a degree in marketing and psychology from Purdue University. Outside the office she stays busy with her 10-year-old twins' school and sporting activities.

Laura Brehm has joined IDC's Mountain View, Calif., office as a sales support coordinator. She was previously an administrative assistant at Golden State Services. Outside the office, Laura enjoys gardening, family time and watching the San Jose Sharks hockey team.

Amy Pethick is an intern at IDG China's market research department three days a week while she is studying Chinese through the Boston University Beijing Internship Program. Before going to China, Amy worked in the international department of IDG Books. She enjoys exploring Beijing in her free time.

IDG WORLD UPDATE

SHERMAN

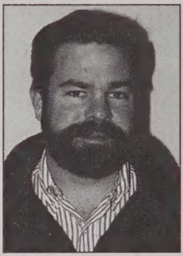
IDG Newsletter Corp. in Boston has hired five new employees. Customer Service Representative **Kim Sherman** is now a full-fledged employee after working as a temporary employee at the company since July. Kim taught kindergarten for two years in St. Louis before returning to Greater Boston. She has a B.S. in early childhood education from Bridgewater State College and enjoys sports, crafts and time with family and friends.

IDG WORLD UPDATE

ISRAEL

Editor **Jill Robbins Israel** previously served as editor-in-chief of *Technique: The How to Guide to Business Communications.* She has a B.A. in mass communications from Emerson College and spends her free time sailing, traveling and collecting antiques.

David Harpe, director of TipWorld technical operations, is based in Louisville, KY. He is formerly manager of technical support for The Cobb Group. David has a B.S. in electrical engineering from the University of Louisville and enjoys photography and writing fiction in his free time.


IDG WORLD UPDATE

HOEFER

Charley Hoefer, national advertising sales director, is based in San Francisco. He has worked in ad sales for *Mac Home Journal* and *MacUser* and most recently ran his own marketing/media company in the Bay Area. A graduate of Northeastern University with a B.S. in communications and business psychology, Charley lists music and running among his interests.

IDG WORLD UPDATE

BINFORD

Production Assistant **Jennifer Binford** is based in Seattle. For the past year she had her own business creating decorative home accessories, and before that she was production editor for the American Meteorological Society in Boston. Jennifer has a B.A. in history from Rice University and spends her free time biking and dabbling in creative writing and various artistic pursuits.

All IDG business units worldwide are invited to submit information for this column via e-mail: world_update@idg.com.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Lee Schlesinger will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* pens.

HONORABLE MENTIONS

"So much for that new firewall!"
- Stuart Robinson
FCW Government Technology Group

"I told you peer-to-peer was better for our environment."
- Greg Hulbert
IDC West

"They said they'd drive business to our Web site, but..."
- James Cury
Web Magazine

"Call human resources — we're going to need some new IS staff!"
Melisa Duffy
IDG Books Worldwide

"I can think of better ways of backing up the data."
- Eos de Feminis
Macworld

Obviously the term 'back up' takes on a different meaning in a client-server environment."
- Paul Kennedy
IDC Canada

"That has to be the biggest crash yet."
- Brent Savage
IDG Books

"I see it doesn't do any good to back up the server."
- Elsie Yim
IDG Books

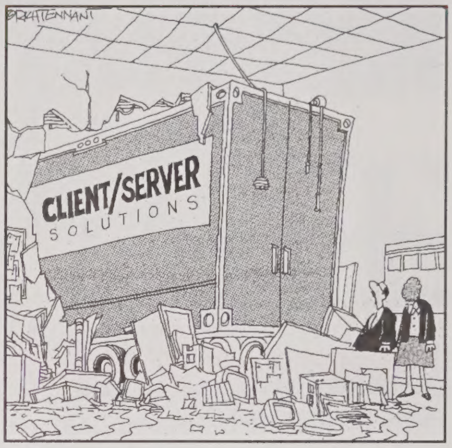
"The back-end impact of a client/server application is always the biggest problem."
- John Blair
IDC

"I know the product reviews for this Internet client/server solution said it would create a hole in our firewall big enough to drive a truck through, but I didn't know they meant it literally!"
- Judy Doyle
Computerworld

"This gives new meaning to migration!"
- Veronika Trinkle
Computerworld Hong Kong

"Uh-oh! Looks like Smedley got lost on the information superhighway!"
- Michael Welch
IDG Books

"The data packets on the network sure get bigger and bigger!"
- Camiel Camps
IDC Benelux



"How ironic. It's the backup protection for our desktop PCs."
- Lee Schlesinger
Network World

RICH TENNANT'S ORIGINAL CAPTION: "Oddly enough, this has been the least disruptive part of our move to client/server computing."

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Alice Longley - Computerworld

TEN YEARS
Shannon Dolan - InfoWorld

NINE YEARS
Susana Gomez - IDG Argentina
Allan Alter - Computerworld
Paula Wright - Computerworld

EIGHT YEARS
John Rousseau - GamePro Media Group

SEVEN YEARS
Nancy Durlester - Infotainment World
Tim Johnson - Macworld

SIX YEARS
Paul Smith - InfoWorld
Constance Brown - Computerworld
Virginie Bril - IDG France

FIVE YEARS
Nancy Jonathans - PC World
Karen Weiss - Publish
Pascal Dumortier - IDG France
Daneil Miñana - IDG Spain

FOUR YEARS
Kathy Skaggs - GamePro Media Group

THREE YEARS
Charmaine Conui - GamePro Media
Henrik Petersen - IDG Denmark

TWO YEARS
Libby Sandoval - Infotainment World
Laura Seymour - InfoWorld
Karen Williams - IDG U.K.
Andy Hart - IMS/Europe
Maria Valverde - IDG Spain

ONE YEAR
Holly Blumenthal - InfoWorld
Serdar Uzun - IDG Turkey
Meral Demir - IDG Turkey
Stephen Notzel - IDG Books
Craig Harrison - IDG Books
Greg Weinger - PC World
Steven Gray - PC World
Spencer Ante - PC World
Gillian Robertson - IDG U.K.
Yusuke Honda - IDC Japan
Gisle Jonberg - IDC Norway
Jonathan Baron - Intl. Pub. Svcs.

CELEBRATING 10

Peter M. Kelly

HOME: Marlborough, Mass.

JOINED IDG: April 1986 as a paste-up artist in the *Computerworld* production department.

CURRENT TITLE: Graphic designer in *Computerworld*'s Professional Development Division.

MOST CHALLENGING PART OF YOUR JOB: Getting in on time in the morning!

LATEST ACCOMPLISHMENT: Building my 1958 Harley Davidson from the ground up.

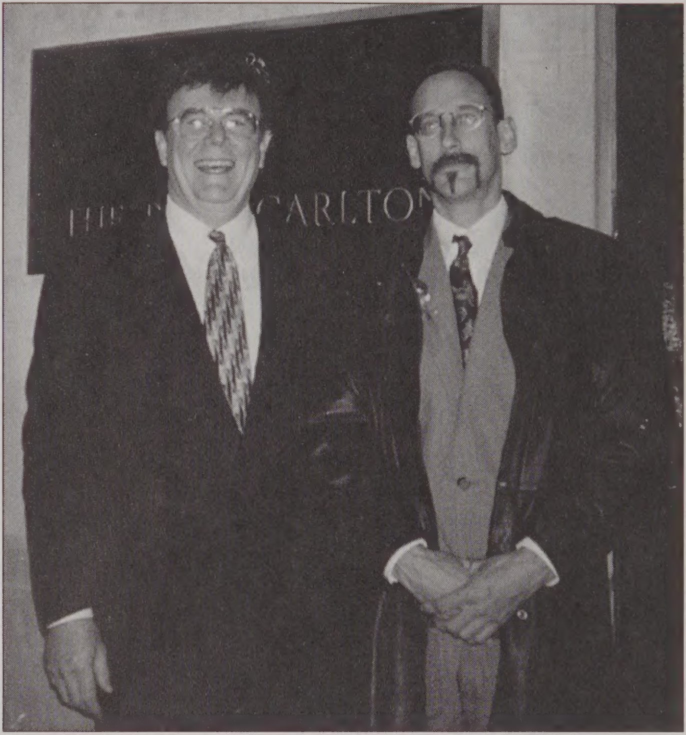
CAREER HIGHLIGHT: Too many to mention!

INTERESTS OUTSIDE THE OFFICE: Teaching my three-year-old son about life! Scuba diving, building Harley Davidsons, carpentry, and designing my own tattoos. I currently have four — one, still a work in progress, covers my whole back. So far, about 20 hours worth of work has gone into the tattooing process, but it'll probably take another 25-30 hours before it's complete.

MOST REWARDING THING YOU'VE EVER DONE: Watching my son being born and being one hellava cool Dad.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Traci Lords, Savannah, Vincent van Gogh, Mike Tyson and my father when he was in his 30s.

LAST GOOD DEED: I'm still working on a first one!



IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTED *Computerworld's* ***Peter Kelly*** *to dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE: My son, but if he wasn't there, I'd put out the fire.

MANAGER'S PROFILE: "Peter is a creative, hardworking, dedicated employee and devotes whatever time is necessary to get a job done perfectly. He possesses that rare ability to work well under our extremely tight deadlines without a struggle (even when he is running late for work on his Harley with all his leather). Although the focus of his work is Computer Careers his ability to conquer all other special projects assigned is a big asset to our unit."

- ***Colleen Hayes****, production supervisor, Computerworld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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PC WORLD AND FAMILY CIRCLE CO-PUBLISH COMPUTER GUIDE FOR WOMEN
PAGE 2

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PAGE 2

CONGRATULATIONS TO THE TAGLINE TRIVIA AND IDG CENTRAL CONTEST WINNERS
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG to Release Industry's First Multi-site Audit Next Month

Nine sites will participate in first-of-its-kind BPA audit

IDG will become the first IT publisher to offer advertisers a network of online sites with a common audit next month as BPA International completes a ground-breaking analysis of nine IDG sites.

Participating in the IDG Network Audit are: Network World Fusion, @Computerworld, CIO, JavaWorld, Netscape World, Sunworld Online, Macworld Online, PC World Online and InfoWorld Electric.

Laurie Morgan, IDG Marketing Services senior vice president Internet product development, is coordinating the project. "We're very excited to be able to offer our customers this type of unprecedented audited information on our sites and to be working with BPA, the most respected auditor in our industry," said Morgan. "We hope as BPA's interactive audit volume grows, more IDG sites will be able to offer this kind of report to their customers."

The results of the IDG Network Audit will be released next month at Internet World in New York.

For more information, contact Laurie Morgan at tel: 415-676-3016 or e-mail: laurie_morgan@idg.com.

NW Fusion Sets the Standard

Online publication becomes first in the industry to receive BPA Web audit

ON TARGET. *Network World President* ***Colin Ungaro*** *and BPA International President Michael Marchesano acknowledge the first official BPA Web audit of an online trade publication. For the first time, advertisers buying "cyberspace" can verify the audience they are targeting on the Internet.*

This month Network World Fusion became the industry's first online publication to undergo an audit from BPA International. For the first time, high-tech Web advertisers buying "cyberspace" on the Internet will know exactly who they are reaching with their message.

This independent third-party audit reveals an unprecedented 18 pages of demographic information on all 50,100 registered users of Network World Fusion (www.nwfusion.com) including business/industry, job function, purchasing authority, product purchasing, network environment and size of organization. The audit also includes a detailed traffic analysis of total page requests, still the key industry standard for measurement, by time, day and month.

The audit, which verifies activity recorded on the Network World Fusion site during the month of September, will be repeated on a quarterly basis, according to NW Senior VP/Business Development **Bill Reinstein**, who spent the week following the audit's release calling on *NW* agencies and clients to hand deliver the document and discuss the results.

"We've received really tremendous feedback. Everywhere we go, people seem genuinely grateful for this information, which has previously not been available in any form," Reinstein noted, adding, "we haven't just raised the bar, we've actually set it in the first place."

Reinstein said that the company approached BPA about doing an audit almost five months ago, after receiving clear signals from advertisers that they were beginning to expect some sort of independent third-party verification that their message was reaching the audience

• CONTINUED PAGE 4 •

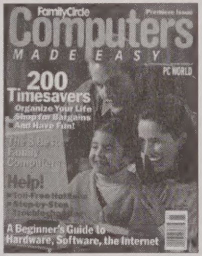
IN BRIEF

PCW, *Family Circle* Co-publish Computer Guide for Women

On the eve of the release of the first stand-alone computing guide for women, *PC World* and *Family Circle*, a leading magazine for women, announced that they will produce two more issues per year of *Computers Made Easy* starting in 1997. The publication, which targets a large and growing market of computer buyers who do not read traditional computer magazines, will debut on newsstands across the U.S. on Nov. 26. The magazine has a cover price of $3.99 and a total distribution of 600,000.

Computers Made Easy is a joint editorial and advertising effort between *Family Circle* and *PC World* and the first magazine its kind to target the women's technology market. The partnership leverages *Family Circle's* dominance in and knowledge of the women's and home market, and *PC World*'s expertise in computers.

The advertising sales effort, which has been shared by both companies, netted a dozen blue-chip advertisers for a total of 40 ad pages, including Apple Computer, Microsoft, Toshiba, Kodak, Intel, Packard Bell, Acer, Gateway 2000, GTE Entertainment, Canon Computer Systems CompuServe WOW! America Online and Prodigy.



The editorial lineup of the 84-page user-friendly consumer guide includes articles ranging from "So, you're thinking about buying a computer," to "Is it plugged in yet? A step-by-step guide to getting started," and "Surfing secrets — cyber shortcuts and other time-savers." The 1997 issues *of Computers Made Easy* will be published in April and November.

CW Unveils New Look at Comdex

Computerworld joined the ranks of those showing off new offerings at last week's Comdex by unveiling a brand new look for itself and its online service, @Computerworld. Topping the list of enhancements is a large, front-page photo showcasing the week's "must read" story integrated into the weekly's bigger, bolder logo. Other features include new typography throughout, a brighter color palette and a consistent feature design.

COMPUTERWORLD
Prudential deal rocks IS staff
Net computers bound for low-end desktops
Thin clients may alter app licensing fees
LOSE THE ACRONYMS
Fed IS feels heat

COMPUTERWORLD'S 12-WEEK *transformation required a massive team effort.*

In addition, *Computerworld* will set aside four consecutive pages at the front of each issue for late-breaking news, making it the only IS newsweekly to offer so much news at the front of the issue. The newspaper is also adding new columnists who will cover a wide range of topics. The columnists include: Leilani Allen, director at Tenex Consulting; Jim Champy, co-author of *Reengineering the Corporation*; Peter Keen, founder and chairman of the International Center for Information Technologies; David Coursey, editor and publisher of *coursey.com*; Paul Strassmann, an expert on IT productivity; Michael Schrage, an author and consultant on collaborative computing; and **Frank Hayes**, *CW*'s staff columnist and software expert.

Not the least remarkable aspect of the publication's new look is the fact that only 12 weeks elapsed from the initial conversation with the design consultant to the unveiling of the redesign on Nov. 18.

"Pulling off a major redesign in less than three months requires a remarkable team effort. Much of the credit goes to Design Director **Tom Monahan**, Managing Editor **Ellen Fanning** and our news and section editors, who changed the whole design philosophy at the busiest time of the year. Our copy desk was super throughout the process, and the news and feature writers pushed up deadlines and doubled their efforts to make the project come out on time. I'm very proud of our staff," said Editor-in-Chief **Paul Gillin**.

IDG WORLD UPDATE

IDG CHAIRMAN AND CEO *Pat McGovern* *(left) and SAS Institute's Jim Goodnight, two Fortune 400 members, exchange ideas.*

Bob Metcalfe, *InfoWorld* Host Technology Salon

IDG Vice President of Technology **Bob Metcalfe** and *InfoWorld* Ad Director/Eastern Region **Joan Kelly** co-hosted a technology salon at Metcalfe's Boston home earlier this month. The networking and dinner event, one in a series of salons organized by Metcalfe, featured Dr. Jim Goodnight, president of SAS Institute, who talked about new developments in data warehousing. The more than a dozen invited guests included IT and IDG executives, IDC managers,and reporters from *InfoWorld*, *The New York Times*, *The Boston Globe*, *Business Week* and *The Wall Street Journal*.

ON LINE

JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Can you explain the difference between the IDG Executive Committee and the IDG Board of Directors? Also, I've heard each IDG business unit has its own board of directors. How does that work? What are the primary responsibilities of each and how, if at all, do these various entities interact?

A The IDG Executive Committee is the management committee of the company. It is composed of [Chairman] **Pat McGovern**, [President] **Kelly Conlin**, [Vice President/Corporate Controller] **Ted Bloom**, [Vice President/Corporate Services] **Marion Kibbee**, [Vice President Finance] **Jim Ghirardi** and myself. We hold regular teleconferences, referred to as our 11:11 meetings, and monthly financial review meetings to review the performance of the business units. Primarily, we serve as a resource for advice, counsel and encouragement.

The IDG Board of Directors is elected annually and is composed of individuals that are not full-time employees of the company. Several of the outside directors are former employees of IDG and know the company very well. This group includes Walter Boyd, Axel Leblois and Bill Murphy. The other directors are Abe Siegel, Orville Wright, Etienne Davignon and Stephen Coit. Pat McGovern, the major shareholder of IDG, is the Chairman of the Board. The board meets several times a year. It reviews the company's progress and the long-term strategic outlook for the business.

Each of our business units, worldwide, has an operational review board that meets several times a year. This board is composed of peers and one member of the IDG Executive Committee. The "ORB" serves as a strategic sounding board for the president or country manager.

I remember [retired President] Walter Boyd talking about the enjoyment he derived from serving as a mentor to promising employees from time to time. Does IDG have any sort of formal mentoring program in place? How would you suggest someone go about identifying a mentor?

Most of the mentoring today takes place at a business unit. It really thrives when there is a talented employee and a manager who identifies with that individual and cares about his or her progress. I am certain that in most of our business units around the world this "special relationship" is thriving, and a new generation of IDG management is being groomed for the future.

I've been with the company for a number of years — but not long enough to qualify for four weeks of vacation yet! My understanding is that a person must be with the company for 15 years before qualifying for that much vacation. That seems an awfully long time, particularly when employees are granted three weeks after "only" five years. Why make employees wait 10 years to get another week? Over the years I've heard some vague explanations about this, along the lines of, "we do this on purpose," but I've never heard an explanation of why?

In response to employee feedback in our annual employee surveys, the Human Resource department recently made several recommendations for enhancements to certain policies and benefit programs. One of their recommendations is that we change our vacation policy to allow employees who have been at IDG for 10 years to earn four weeks of vacation. This recommendation was accepted by the Executive Committee. They will be making a detailed announcement shortly and it should address your concerns. In addition, the announcement will explain how the new policy impacts on employees who have more than five years of service, but fewer than 10.

We certainly understand the need and the benefit for employees to have some time away from work to pursue outside interests or to spend time with their families or friends. Having worked at *InfoWorld*, one of our weekly publications, I understand how difficult it is to take time off, but if it is planned in advance and in consultation with one's supervisor, it works to everyone's advantage.

Given that the majority of IDG's U.S. employees are female, why aren't there more women in top management positions in the U.S.? And why aren't there any women on the IDG Board of Directors? What can and/or will be done to encourage women into top management positions in the upper echelons of the company?

There are many women in senior management positions in the US. For example, there are several business unit presidents: **Kathy Dineen** [IDG Research Services], **Deb Goldstein** [IDG List Services], **Edie Holmes** [FCW Government Technology Group] and **Gini Talmadge** [PC Games]. Also, this past year **Evilee Thibeault** was promoted to publisher at Network World. **Marion Kibbee**, vice president of Corporate Services, is a member of the Executive Committee of IDG. Beyond these women, who are in top positions, we have many other women who are in senior management positions throughout the company. Many women participate in programs like the Publishing Institute, that are offered for employees that have been identified to have the potential to move into senior roles within their business units.

As a company, IDG is committed to moving talented individuals into senior management roles, regardless of sex, race or religious belief. Individuals who are talented and work hard will be able to advance, both in our U.S. and international operations. I believe that our track record of promoting talented individuals is exemplary.

IDC Updates Top Clients on Progress Made During 1996

IDC hosted its annual Global Accounts Council for almost 50 of its largest CIS customers last month in Napa Valley, Calif. Customers hailed the event, designed to provide a forum for worldwide customers to share feedback with IDC's global senior managers, as the best ever in its five-year history.

During one extremely well-recieved session, IDC President and CEO **Kirk Campbell** reviewed the company's progress on eight key issues raised by major customers at last year's gathering.

Among the highlights of his report:

Improved timeliness of data

- IDC documents delivered 46% faster than in 1995.

Improved data roll-up

- Improved delivery and accuracy of PC quarterly data.
- Impending launch of three additional quarterly products (printers, smart handheld devices and U.S. PCs).
- Black Book updates will be done twice a year in May and November beginning in 1997.

Improved pricing

- In the first quarter of 1997, IDC will announce new pricing that 1) supports enterprise-wide electronic access and 2) acknowledges varying degrees of usage/access.

Improved inquiry access

- IDC is beta-testing a special Gold Service that will give customers: 1) access to analysts and research that falls outside their existing service subscriptions, and 2) a back-up response desk for time-sensitive, urgent requests/inquiries.

More meaningful systems segmentation

- In response to major customer input IDC now provides:
  a) Two more operating systems (NT and NetWare).
  b) Three times as many price bands.
  c) Processor/microproressor views.
  d) Architecture views.

Clearly articulated definitions and methodologies

- All IDC market-related research documents now include a) definitions section b) methodology section c) forecast assumptions section.

Improved access

- Customers can now buy a license for users corporate-wide.
- Customers can retrieve abstracts and tables of contents of all IDC research, whether or not they've purchased access to that service.
- Customers can use Market Window software to personalize PC data.
- Early in 1997 customers will have access to IDC research via the company's secure Web site.

Improved search

- Customers can perform full-text search (via Lotus Notes or the Web).
- Customers can search all U.S. and European research. 🖳

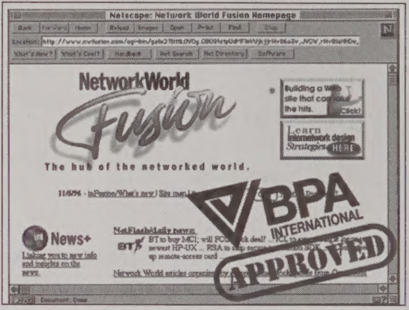
DON'T FORGET: IDG CENTRAL IS ONLINE!

Have you looked at IDG Central yet? Point your Web browser to http://globalidg.com, or look for the database on Lotus Notes. IDG's online resource for company information includes the IDG News Service, *IDG World Update*, Human Resources information, travel policies, discussion forums and executives-only data, as well as the new online IDG directory

To get a login and password, send a request with your name and business unit to globalcomm@idg.com. To get an additional News Service login and password, send an e-mail to scott_magoon@idg.com.

BPA AUDIT

continued from page 1



NETWORK WORLD FUSION'S AUDIT *verifies both audience demographics and site traffic.*

they intended to reach. "There's an absolute need on the part of advertisers to understand the size and demographics of a particular audience. Our customers were willing not to press the issue too hard in the first year or so, but now that companies are budgeting real money for Web advertising, their expectations for audience verification are more pronounced," Reinstein said.

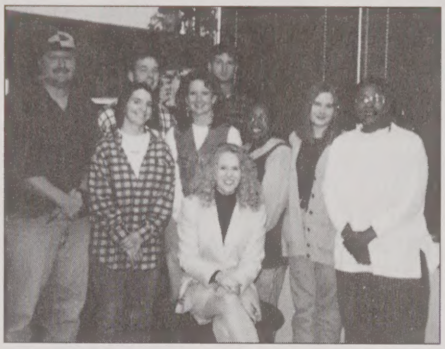
Among the audit's key findings:

Registered Activity	100%
Total Page Requests	386,218
Total Registered Users	50,100
Network Platforms Installed/Planned	99%
Site Purchasing Influence	92%
Purchasing Involvement	95%

"This marks a major milestone in the online advertising industry as well as in *Network World*'s own 10-year history of providing its advertisers with qualified subscribers," said **Colin Ungaro**, NW president and CEO. Network World Fusion currently boasts 22 fully paid advertisers on the site, including such industry leaders as Microsoft, Novell, IBM, 3Com, Bay Networks and Nortel.

*For more information contact Bill Reinstein at 508-820-7437 or e-mail: billr@nww.com or **Ann Roskey**, product manager, Network World Fusion at tel: 508-820-7520 or via e-mail at: aroskey@nww.com.* 🖳

In-house Temp Programs Offer Convenience and Cost Savings



HR ADMININSTRATOR MEGAN BOESE *(seated) joins a group of IDG Books Indianapolis employees who started as temps and now have permanent full-time jobs. (From left):* ***Brett Black, Kate Snell, Brent Savage, Angie Hunckler, Michael Sullivan, Gina Snyder, Rachel Garvey*** *and* ***Jackie Pennywell.***

SEVERAL TEMPS AT THE IDG BOOKS *Foster City office strike a pose with HR Administrator* ***Amanda Patton.*** *(Clockwise from left): Stephanie Lee, Susan Aumack, Brian Waldman, Jim Heffner, Philip Wong, Warren Cruz, Naomi Pisingan, Rennie Joynt, Amanda Patton and Gina Miranda.*

Like the IDG Books offices in Foster City, Calif., and Indianapolis, IDG business units in Framingham, Mass., will now be able to reap the benefits of having access to a cost-effective pool of temporary office workers.

Temporary workers play an important role by helping with a short-term project or filling in at a business unit that is undergoing rapid growth. To retain a temporary worker, a business unit will typically work with a temp agency that screens its workers, places them and handles payroll services.

The business unit pays the agency a fee in addition to the salary of the temp worker, and that markup is often 50% of the person's salary. For example, if the worker is making $8/hour, the business unit would pay the agency a total of $12/hour. And, if the temp worker eventually lands a permanent job with the business unit, the agency usually requires an additional placement fee. Some agencies may also institute a waiting period before a worker can begin a permanent job.

The IDG temp pools bring most of those temp agency services in-house and, as a result, offer convenience, cost-savings and less red tape. IDG Books' temp pools were created in 1995. At IDG Books in Foster City, HR Administrator **Amanda Patton** is responsible for the program. She recruits workers by attending job fairs, posting flyers at universities and encouraging colleagues to tell their friends and relatives about the program.

Patton maintains the database of eligible temps and fields calls from managers who are looking for additional help.

"It's a great way to get people into the company and find them a good fit for a regular job," she said. "We've found that we can pay talented workers even more than they would have made through a temp agency, and we'll still save money overall."

In FY96, the Foster City office used 77 in-house temps and 20 of them have been hired into full-time positions.

HR Administrator **Megan Boese** manages the temp pool in Indianapolis, which used 40 temps in FY 96, 15 of whom were hired for full-time jobs. Boese and Patton have collaborated on a handbook that provides new temps with a history of IDG, an orientation to IDG Books' operations, rules of the pay schedule and other details.

The two IDG Books pools are run similarly, with workers on the IDG payroll, but some regional differences have arisen. Most workers in California are hired for specific projects that last as long as three to six months.

Floaters get around

About half the temps in Indianapolis work on specific projects and the other half are "floaters." They have been trained to work in several different departments and have told IDG that they like being "on call" to come in and work on short-term assignments.

Staffing Assistant **Christine Curnyn** has been recruiting and interviewing workers for the new Framingham-area temp pool, IDG TempWorld. Unlike the IDG Books' pools, Framingham workers will be paid through an independent payroll company.

Curnyn has already placed temps with CIO, IDC and IDG Research Services, and more than 15 people are in the database. Their skills range from administrative/clerical to graphic design, proofreading and copyediting, and Curnyn plans to enlarge the skill pool available. While she is now recruiting for the Framingham area, Curnyn hopes to expand the pool to cover IDG offices in Boston.

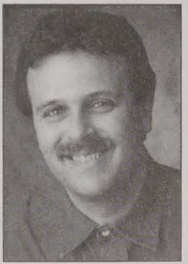
HERE'S HOW TO HIRE HELP

- **Are you looking for someone to cover the front desk while your receptionist is on a week's vacation?**
- **Do you need an extra set of hands to get that mailing out today?**
- **Is there a mountain of typing to be done for that six-month research study?**

If you are a manager in the IDG Books' Foster City, Calif., or Indianapolis office, or if you are in any of the IDG offices in Framingham, retaining short-term assistance is just a phone call away. Contact the following individuals for information on the temp pool in your area: Amanda Patton, IDG Books in Foster City (tel: 415-655-3230); Megan Boese, IDG Books in Indianapolis (tel: 317-596-5436); or Christine Curnyn, IDG Framingham (tel: 508-935-4721).

NOTEWORTHY

PROMOTIONS


BERKOWITZ

IDG Books has announced four executive promotions. **Steve Berkowitz**, formerly chief operating officer and publisher of IDG Books Worldwide, has been appointed president and publisher of the company. CEO **John Kilcullen** will continue to work closely with Steve and will focus on new business development while "intensifying my role as chief encouragement officer amongst our valued employees, authors, customers and strategic partners globally."

Steve joined IDG Books in 1994 as chief financial officer, when the company had $30 million in annual revenues and faced a myriad of challenges brought on by success and growth. According to John Kilcullen, Steve converted those challenges to opportunities and helped IDG Books become the first IDG business unit to break the $100 million mark in global revenue. "In addition, as COO Steve successfully integrated a geographically diverse publishing enterprise and created a distributed publishing model that makes IDG Books Worldwide, Inc. our most important sustainable asset around the world," he said. "Steve is uniquely qualified to lead us to the year 2000 and beyond."

In his new role, Steve will be responsible for U.S. and export sales, marketing, publishing and worldwide operations for IDG Books' book and online properties.

MIMI SELLS

MIKULICH

Marc Mikulich, previously director, subsidiary rights and licensing, has been promoted to vice president of the department. He will continue to manage the subsidiary rights department, which he launched five years ago, and will take an expanded role in new business development. "Marc's promotion is richly deserved," said CEO John Kilcullen. "He and his terrific team have delivered many accomplishments over the last five years, and the subsidiary rights department has grown net revenue to $3.5 million in FY96."

MIMI SELLS

STEELE

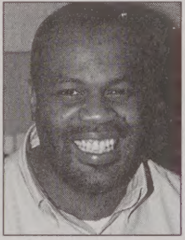
Diane Steele, previously associate publisher of Dummies, Inc., has added the title of vice president. In addition to building the editorial team, Diane will oversee all acquisitions for Dummies technology titles. "Diane has shown a fantastic ability to grow with the company and has developed into a trainer, mentor and example of the values that this company embodies," said President Steve Berkowitz.

IDG WORLD UPDATE

SCOTT

Kathy Scott, previously assistant features editor at *Network World*, has been promoted to senior editor, features. "Kathy has been a steady contributor to the Management Strategies section," said Features Editor **Paul Desmond**. "With some of her time freed up from the Buyer's Guide, Kathy will become more involved in the day-to-day running of that section."

NEW EMPLOYEES


IDG WORLD UPDATE

SYDNEY

Terrence Sydney has joined IDG Framingham as a financial systems programmer/analyst. He most recently held a similar post for Tufts Health Plan. Terrence has a B.S. in information systems from the University of Massachusetts/Lowell and plays chess, rides motorcycles and lifts weights.

IDG WORLD UPDATE

WU

Senior Tax Accountant **Alan Wu** is also working at IDG in Framingham. He most recently worked at Coopers & Lybrand as a senior tax associate. Alan has a master's degree in professional accounting from the University of Texas/Arlington. Outside the office, Alan enjoys camping and spending time with his two children.

IDC welcomes three new employees. **Laura Brehm** has joined IDC's Mountain View, Calif., office as a sales support coordinator. She was previously an administrative assistant at Golden State Services. Outside the office, Laura enjoys gardening, family time and watching the San Jose Sharks hockey team.

IDG WORLD UPDATE

PORT

In Framingham, Human Resources Representative **Arden Port** previously worked as an HR generalist at Rounder Records. She has a B.S. in management from Boston College and is taking courses there part time toward an M.B.A. For the past three years, Arden has participated in the 192-mile Pan-Mass Challenge bike ride to raise money for cancer research.

Also in Framingham, **Wolfgang Schlichting** has been hired as senior research assistant in the Optical Storage group. He was previously manager of optical mass storage systems for Reveo, Inc. Wolfgang holds an M.S. in optical sciences and in his free time enjoys hiking, camping and water polo.

Mark Ventre has joined *Federal Computer Week* as a sales associate. He has a degree in international business and Spanish from the University of Maryland/College Park and enjoys traveling.

Brenda Patterson is director of national account sales, for IDG Books Midwest. For the past five years she served in a similar post at Macmillen Publishing. Brenda earned a degree in marketing and psychology from Purdue University. Outside the office she stays busy with her 10-year-old twins' school and sporting activities.

TRANSFERS

Amy Pethick is an intern at IDG China's

Volume 1, Number 6

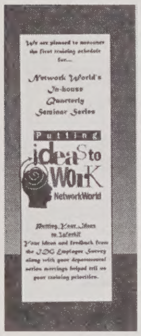
November 25, 1996

Incorporating IDG World Update's Local Loop

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Network World Puts Employee Ideas to Work



We are pleased to announce the first training schedule for...

Network World's In-house Quarterly Seminar Series

Putting ideaS to WorK

NetworkWorld

Putting Your Ideas to Work!

Your ideas and feedback from the IDG Employee Survey along with your departmental action meetings helped tell us your training priorities.

Network World recently launched a quarterly seminar series intended to supplement the in-house training available through IDG's East Coast Collaborative Training Program. "Putting Ideas to Work" is a collection of highly focused programs addressing employee needs and concerns as conveyed through NW employees' feedback in the annual IDG employee survey.

The programs, which typically run one to two hours, cover a range of topics — from flu shots to violence awareness, from financial planning to coping with stress. New employees are invited to join Network World President and CEO **Colin Ungaro** at a quarterly President's Luncheon to meet with Ungaro in an informal setting and learn more about the reasoning behind NW's goals and business strategies. Staff-led sessions let employees brush up on e-mail use, networking trends and Atex knowledge.

"These training programs are free to employees and focus largely on employee assimilation and NW-specific issues," noted Network World Director, HR **Mary Cornetta Brown**, who along with HR Representative **Danielle Volpe**, helped set up and administer the program. An average of four sessions are offered each month; some programs will repeat each quarter, others will vary. For more information, contact Brown at mbrown-@nww.com or tel: 508-820-7474.

Improved Vacation Accrual Tops List of Benefits Enhancements

Employees with 10 years of service now have something else to look forward to in addition to an elegant dinner with IDG Chairman **Pat McGovern**: four weeks of vacation.

Beginning Jan. 1, 1997, IDG will enhance the vacation accrual schedule further strengthening our overall competitive position with regard to benefits.

The change is being implemented in reaction to input on the Employee Survey, according to **Sue Rogers**, director of Compensation, Benefits and HRIS Systems, who noted that it was the No. 1 requested benefit change.

The table below summarizes the new accrual schedule.

Other changes

Among other enhancements, IDG has increased the annual maximum for outpatient mental health services from $1,000 to $1,500 for services within the IDG Health Plan.

In order to allow the company to continue offering the current level of benefits with regard to prescription drugs, effective Jan. 1, all prescriptions will be filled with the generic equivalent unless otherwise specified by the physician who may simply write, "no substitution" on the prescription. If you have questions regarding the above, please contact your HR representative.

Years of Service	New Schedule (As of 1/1/97) Days per Year	Old Schedule (for comparison) Days per Year
0-1 year	10 days	10 days
2 years	12 days	12 days
3 years	13 days	13 days
4 years	14 days	14 days
5 years	15 days	15 days
6 years	16 days	15 days
7 years	17 days	15 days
8 years	18 days	15 days
9 years	19 days	15 days
10 years	20 days	15 days
11 years	20 days	15 days
12 years	20 days	15 days
13 years	20 days	15 days
14 years	20 days	15 days
15 years	20 days	20 days

IDG WORLD UPDATE's Local Loop

FOR SALE

- **1994 Honda del Sol Si.** Black, convertible, powerful V-TEC engine, 5-speed, standard transmission. Fully loaded. Well taken care of. 39,000 miles. $11,995 or best offer.
  - Erica Tibbets, IDG, 508-935-4408

- **1989 Acura Integra LS,** 3-door, 76K miles, white, 5-speed, sunroof, A/C, mud guards, floor mats. One owner. Garaged. Excellent condition. $5,995 or best offer.
  - Mandy Wong, IDG, 508-935-4427,
  Wayne Wong, 508-653-3646 ext. 18

- **IBM Aptiva M30.** Complete Windows 95 multimedia computer system. 10 months old. CPU, monitor, keyboard, speakers, microphone and cabling. Pentium 120 MHz microprocessor, Mmave digital signal processor, 1-GB hard drive, 16-MB memory, 3.5" 1.44 MB drive, 4X speed CD-ROM drive, 3 expansion slots, 4 drive bays, PCI local bus, and plug & play ready. Extended keyboard and 14" color monitor. Full-screen MPED support, 1MB video RAM, up to 16 million colors and accelerated 64-bit graphics card. Also includes a communication center consisting of telephone answering machine with multiple voice boxes, full-duplex speakerphone and 28.8 bps data/14.4K bps fax modem. Voice recognition includes a VoiceType™ Control of Windows, recognizes natural speech, 1000 word vocabulary and microphone. $2,800 or best offer.
  - Lori Boiardi, Computerworld, 508-820-8266

- **Furniture.** Couch and two chairs. 1920ish reproduction of French design. Navy with cream dot couch and roundish chair, navy/cream check wing-type chair. All have detailed wood trim and channels. All newly refinished/reupholstered, never used. $4,000 or best offer. Will sell separately. Pictures available. Also, Thomasville traditional cherry bedroom set. 4-poster queen bed, 2 nightstands, long dresser with mirror, lingerie chest with hidden jewelry compartment, and tall chest, one cedar drawer. Paid $5,000. Best offer. Will sell separately. Never used. Southwestern couch, loveseat, ottoman, Thomasville oak entertainment center also available.
  - Christie Sears, Network World, 508-820-7423

- **Brand new couch.** Light yellow and blue stripes on an off-white background. Just moved and it won't fit in the new apartment. Bought at Jordan's for $600; will sell for $200.
  - Mike Taylor, Computerworld, 617-461-8807

MARRIAGES

- **Jim Duffy** (Network World) married Tracey Davis on Sept. 21 in Thousand Island Park, N.Y.

- **Tammy Castleman** (IDG Books Worldwide) married John Bodin in Indianapolis on Oct. 12.

- **Deborah McKenna** (Network World) married Thomas Vozikis on Sept. 27 in Woburn, Mass.

WANTED

- **House (pet, plant) sitters available!** Due to a major home renovation, NW District Manager Donna Pomponi will be homeless for the months of December and January. She and her housemate are available to watch your home — complete with whatever assortment of pets or plants you may have — for any or all of that time in exchange for a place to hang their hats. Anyone in the greater metro-West area planning to be out of town during any part of December and/or January and interested in her expert house sitting services, may contact Donna at: 508-875-6400 ext. 509.

Send your ads in by Jan. 14 in order for them to appear in the Jan. 20 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

Your name: ____________________

Business unit: ____________ Tel: ____________

Send to *IDG World Update*
at fax: 617-423-0712 or
via the Internet at: world_update@idg.com

IDG Job Opportunities
Monday, November 25, 1996

Account Executive (CW)

Computerworld is looking for an Account Executive to sell advertising space in the back of the book. The candidate in this position will be responsible for prospecting and maintaining advertising space for the Marketplace section. 1-3 years related sales experience preferred. PC and communication skills a must, and the ability to work in a fast paced environment. Some travel and knowledge of the computer industry required. *Location: Framingham, MA*
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Editorial Assistant (IDC)

IDC's Publications group is looking for an Editorial Assistant. The primary duties include delivering manuscripts regularly between two buildings and general support for the Publications department members (copying, filing, archiving some work in Office 95); other responsibilities include assisting with proofreading and data checking, coordinating special projects, and record keeping. Experience using current versions of Word and Excel (either PC or Macintosh) essential. Ability to manage multiple projects, attention to detail, and interest in publishing preferred. Some office experience required. *Location: Framingham, MA*
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Accounting Coordinator (IDG Central Services)

Maintains accounts payables procedures serving PC World, Macworld, Publish, and WPI. Maintains timely and effective expense processing, researches and adjusts changes to trial reconciliations, communicates with departments on accounting issues. Accounts payable experience required. *Location: San Francisco, CA*
Contact: M. Reyes, Fax: 415-543-3984, Phone: 415-978-3364, Email: -NA-

Regional Sales Manager (IFW)

Responsible for prospecting, maintaining and increasing sale of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" editions within the Northwest territory. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires minimum five years in computer publication ad sales. *Location: San Mateo, CA*
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Ad Server Operations Manager (IMS/Online)

The individual in this newly created position will be responsible for interfacing with ad agencies, IMS sales, IDG Web Sites, and Focalink Communications to coordinate centralized group buys of advertising on IDG's web sites. Working with the key internal and external contacts, this manager will be responsible for establishing advertising processes, managing the delivery and placement of banners, ensuring quality and performance, troubleshooting, billing and reporting. Qualified candidates will have 2-3 years experience working in advertising or other media related field with experience in technical support, coordination and a proven interest in and ability to be a self started in a faced paced, entrepreneurial environment. This is an exciting opportunity to become involved in the leading edge of advertising on the Internet. Familiarity with the World Wide Web, experience with graphics file formats and design programs is a must. *Location: San Francisco, CA*
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Assistant Content Engineer (MAC)

The primary responsibilities of this individual will be to coordinate the preparation of material for the Web and America Online. This position requires that the candidate be a Macintosh platform aficionado, have a good working knowledge of FileMaker Pro, Photoshop, and QuarkXPress, and have a background in computer programming. Must have the ability to juggle multiple priorities and meet deadlines and be able to work independently on deadline-based projects. *Location: San Francisco, CA*
Contact: P. Devine, Fax: 415-442-0766, Phone: 415-978-3247, Email: -NA-

Administrative Assistant (PCW)

Seeking an experienced individual to assist with clerical and sales support to the Director of Advertising Sales as well as perform other database/marketshare tasks. Duties includes customer service and support, word processing, Dictaphone, excellent organizational, analytical, and communication skills. IBM PC experience with a knowledge of Excel, Word, and database applications preferred.
Location: Rochelle Park, NJ
Contact: T. Ohara, Fax: 415-974-7316, Phone: 415-978-3204, Email: thalia_ohara@pcworld.com

Staff Editor, Online (PCW)

Write and edit feature articles, columns, product reviews and news items as assigned. Assist with article research. Control edit specific section of PC World Online. Help in converting the print magazine to HTML. Attend appropriate trade shows and vendor visits. Requires some travel. BA in Journalism/English and/or equivalent work experience. Excellent writing and communications skills essential. Familiarity with the Internet, as well as PC hardware and software. Some HTML proficiency.
Location: San Francisco, CA
Contact: Y. Li-Ron, Fax: 415-974-7316, Phone: 415-267-4587, Email: -NA-

Financial Assitant (PCW)

Will be responsible for providing support to the Director of Financial Operations in preparing budgets and forecasts, developing models and preparing financial analyses, tracking and monitoring performances of business units against plan and providing general assistance regarding all areas of financial management. BS in Accounting or equivalent work experience is required. The ideal candidate will also have excellent computer skills (Excel), be a self-motivator and possess the ability to work well with others. *Location: San Francisco, CA*
Contact: M. Buckingham, Fax: 415-442-1891, Phone: 415-978-3308, Email: madeleine_buckingham@pcworld.com

Visit the IDG Home Page at www.idg.com for a complete list of job openings across IDG!

Week of 11/25/96

BU	Category	Title	Location	Contact	Phone	Fax
CCI	Prod	Project Coordinator/Customer Service	Cambridge, MA	J. Engel	P: 603-924-7271	F: 603-924-7013
CCI	Sales	Sales Director	NH and MA	J. Engel	P: 603-924-7271	F: 603-924-7013
CIO	Admin	Sales Assistant	Fairfield, NJ	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Public Relations Manager	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
CIO	Sales	Sales Assistant	Fairfield, NJ	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	WebMaster Telemarketing Rep	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	Technical Support Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Ad Sales	Ad Coordinator	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Art/Design	Graphic Designer, News	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Edit	Copy Editor, Temporary	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	Edit	Online Copy/Production Editor	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	Edit	Online News Editor	Framingham, MA	J. Ambrosio	P: 508-879-0700	F: 508-875-8931
CW	HR	Human Resources Manager	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Rsch	Research Manager	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Account Executive	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760

Week of 11/25/96

BU	Category	Title	Location	Contact	Phone	Fax
CW	Sales	Advertising Sales Assistant	Rochelle Park, NJ	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	District Sales Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	District Sales Manager (2)	TX & GA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Manager/Demographics Edition	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Regional Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate	Waltham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Systems	Client/Server Applications Developer	Framingham, MA	R. Wysocki	P: 508-820-8162	F: 508-875-3202
CW	Systems	Help Desk Technician	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Systems	Manager of Software Development	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Systems	Programmer Analyst	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
ExecuTrain	HR	Benefits & Compensation Coordinator	Atlanta, GA	L. Maloney	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Course Developer	Atlanta, GA	P. Burns	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Technical Course Developer	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
FCW	Edit	Art Director	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Mktg	Director of Marketing	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	PR	Reporter	Falls Church, VA	J. Connelly	P: 703-876-5115	F: 703-876-5126
FCW	Sales	Sales Assistant	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Sales	Sales Representative	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Systems	Web Programmer PT [2]	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
GamePro	On-Line	Online Development Manager	San Mateo, CA	C. Sandor	P: 415-286-2515	F: 415-349-1598
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	Library Assistant	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Copy Editor, Second Shift	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Editorial Assistant	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Proofreader (2)	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Prod	Analyst Liaison	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Prod	Desktop Publishing Specialist	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Consulting Manager, S3 Group	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Director, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Intern, Printers Program	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Mgr, Vertical Industry Applications Rsch	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Mobil Technologies Research Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Prog Mgr, Software Support&Integration Svcs	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Analyst, Personal Systems	Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, App. Dev. Tools	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Manager, Collaborative Computing	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Sr Analyst, Information Access Tools Rsch	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Research Analyst, Distributed Mgmnt	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Sr. Research Analyst, Tape Storage	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Report Sales Representative	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Applications Development Specialist	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Systems	Interactive Product Software Engineer	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Educ Mkts	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	Admin	Part-Time & Temporary Positions	Framingham, MA	C. Cumyn	P: 508-935-4721	F: 508-935-4600
IDG	Finance	Accountant	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Credit Analyst	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600
IDG	Legal	Paralegal	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Systems	Programmer Analyst	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600
IDG Central Services	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG Global Comm.	Systems	Systems Specialist	San Mateo, CA	J. DeBalko	P: 415-312-0565	F:
IDG/B	Admin	Exec Assistant-VP, US Trade&Channel Mktng	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Project Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Expo	Events Coordinator, Channel Marketing	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Finance	Director, Financial Analysis and Planning	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mgr	Acquisitions Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Mktg	Director of Brand Marketing	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg	Marketing Coordinator, Emerging Markets	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Prod	Project Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Direct Account Executive	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Educational Account Manager	CA IL NY GA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	International Sales Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Associate, Emerging Mkts PT [4]	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	Product Technical Support Rep, PT	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	System Analyst	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/CSC	Finance	Corporate Finance Specialist, PT	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Admin	Department Assistant, Part-Time	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600

Week of 11/25/96

BU	Category	Title	Location	Contact	Phone	Fax
IDG/IMS	Admin	PR/Marketing Assistant	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Mktg	Marketing Assistant	San Francisco, CA	R. Capri	P: 415-676-3030	F: 415-705-6421
IDG/IMS	Sales	Director of International Accounts (2)	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	Director, National Accounts	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	Director, National Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Sales	International Sales Associate	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/IMS	Systems	Manager of Information Systems	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/Newsletters	Sales	Ad Sales Coordinator	Boston or San Francisco	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IFTW	Admin	Receptionist	San Mateo, CA	J. Harvey	P: 415-286-2512	F: 415-349-5279
IFTW	Circ	Dir. Circulation, GamePro Media Group	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Edit	Editors and Internet Specialists	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Sales	Account Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
IFW	Ad Sales	Regional Sales Manager	Framingham, MA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Admin	Office Service Coordinator	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Circ	Circulation Specialist	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Confer	Conference Registrar	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Edit	Sr Editor, Enterprise Solutions Team	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Senior Writer, Telecommunications	Washington, DC	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Sales	Advertising Mgr/Enterprise Networking Ed	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Business Devel. Coord, InfoWorld Electric	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Regional Sales Manager	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Sales Associate	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IMS/Online	Ad Sales	Ad Server Operations Manager	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Copy Editor, Paris bureau	Paris, France	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Editorial Assistant	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
ISG	Admin	Customer Support Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Admin	Executive Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Art/Design	Designer	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Edit	Managing Editor, Club Production	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Finance	Bookkeeper	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	On-Line	Web Programmer	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Prod	Production Assistant	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Systems	Database Programmer/Administrator	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
ISG	Systems	Technical Analyst	San Mateo, CA	C. Neumann	P: 415-312-0501	F: 415-312-7878
MAC	Circ	Membership Manager	San Francisco, CA	A. Beitia	P: 415-974-7468	F: 415-442-0766
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	On-Line	Content Engineer, Online	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
MAC	Systems	Assistant Content Engineer	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
MAC/PCW	Systems	Telecom Specialist	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
NW	Edit	Assistant News Editor	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Account Executive	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	District Sales Manager	Rochelle Park, NJ	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
PC Games	On-Line	Online Development Manager	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Prod	Production Manager	San Mateo, CA	J. Ma	P: 415-286-2555	F: 415-349-5279
PCW	Ad Sales	Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Admin	Administrative Assistant	San Francisco, CA	K. Normandeau	P: 415-267-4578	F: 415-974-7316
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	T. Ohara	P: 415-978-3204	F: 415-974-7316
PCW	Art/Design	Assistant Art Director	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-974-7316
PCW	Edit	Copy Editor	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Edit	Staff Editor	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Edit	Staff Editor, Online	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Finance	Financial Assitant	San Francisco, CA	M. Buckingham	P: 415-978-3308	F: 415-442-1891
PCW	Rsch	Research Manager	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Presentation Specialist	San Francisco, CA	Sandy Wong	P: 415-978-3181	F: 415-442-1891
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Performance Analyst	San Francisco, CA	U. Diehlmann	P: 415-974-7429	F: 415-974-7316
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/WEB Magazin	Edit	Associate Editor	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-974-7316
PCW/WEB Magazin	Operations	Manager Business Development	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Rsch	Research Manager	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Account Manager	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Eastern Account Manager	New York, NY	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Eastern Ad Director	NJ or NY	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW/WEB Magazin	Sales	Southwest Account Manager	Los Angeles, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
Publish	Edit	Copy Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Exec	Associate Publisher/National Sales Mgr	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
Web	Edit	Associate Editor, JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
Web	Edit	Editor, SunWorld Online	San Francisco, CA	M. Cappel	P: 415-267-1725	F: 415-267-1732
Web	Sales	Sales Associate	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-NINE YEARS
Ted Bloom - IDG

EIGHTEEN YEARS
Laura Kunzmann - IDG Germany

SIXTEEN YEARS
Susan Perry - Computerworld

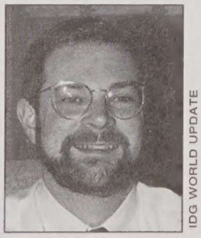
FIFTEEN YEARS
Sheryl Merchant - IDG Marketing Svcs.
Michael Masters - CIO
Sylvia Stier - IDG Germany

FOURTEEN YEARS
Craig Pierce - IDG Newsletters
Jayne Boyer - Publish
Pat Murphy - IDG Central Services

THIRTEEN YEARS
Jim Connolly - Computerworld

CONTINUED FROM PREVIOUS PAGE

market research department while she is studying Chinese through the Boston University Beijing Internship Program. A graduate of Mt. Holyoke College with a degree in Asian Studies, Amy worked in the international department of IDG Books in Foster City, Calif., for 15 months before traveling to China.



WALLACE

Mike Wallace, previously advertising information director for *PC World* in San Francisco, has moved East to be a sales analyst for IDC. Mike is keeping busy househunting in the Framingham, Mass., area and preparing to bravely face his first New England winter.

Birgit Götz - IDG Germany

TWELVE YEARS
Klaus Uhe - IDG Germany

ELEVEN YEARS
Klavs Andersen - IDG Denmark
Andrea Kühler - IDG Germany

TEN YEARS
Edith Holmes - FCW Gov't Tech. Group
Marianne Kraus - IDG Germany

NINE YEARS
Joanne Connelly - FCW Gov't Tech. Group
Colleen Kelly - FCW Gov't Tech. Group
Michelle Chase - IDG
Anthony Membrino - IDC
Nathalie Benhaim - IDG France
Nikki Manning - IDG France

EIGHT YEARS
Sally Reinfeld - IDG
Denise Perreault - CIO
Jayne Enos - IDG

SEVEN YEARS
Elizabeth Heichler - Int'l Publishing Svcs.
Donna Cahill - IDG
Randee Rubin - FCW Gov't Tech. Group
Virginia Pohlman - IDG Marketing Svcs.
Carolyn Marsan - FCW Gov't Tech. Group
Carol Gockenbach - Publish
Linda Clinton - Computerworld

SIX YEARS
Geri Giovanni - IDG
Susan Woodworth - CIO
Jorge Garrido - IDG Argentina
Jill Welch - InfoWorld
Steve Fox - PC World
Stefanie Ferstl - IDG Germany
Michaela Pabst - IDG Germany

FIVE YEARS
Lynn Levasseur - IDG
Xiaoge Xiong - IDG Asia
Michael Siggins - CIO
Peter Horan - IDG Marketing Svcs.
Patrick Gorman - IDC
Marion Bauer - IDG Germany

FOUR YEARS
Pamela Murray - FCW Gov't Tech. Group
Scott Kleinman - IDG Marketing Svcs.
Mary Leiphart - FCW Gov't Tech. Group
Chris McAndrews - IDG Marketing Svcs.
Laurie Morgan - IDG Marketing Svcs.
Marcy Dill - CIO
Dana Miller - IDC
Edward Julian - IDC
Maneula Guerra - IDG Spain

THREE YEARS
Marc Ferranti - Int'l Publishing Svcs.
Robin Azar - CIO
Ariane Butler - FCW Gov't Tech. Group
Andrea Zurek - Computerworld
Shelly Reimer - GamePro Media Group
Paula Redden - IDC
Beth Finkelstein - IDG Books
Lynette Niemeier - IDC Australia

TWO YEARS
Stuart Needels - IDG
Carolyn Connaughton - CIO
Valerie Ryan - IDG Newsletters
Lyndsey Pomella - IDG
Eric Sheppard - IDG Research
John Forgetta - IDG Newsletters
Gilberto Manresa - IDG Latin America
Santiago Villazon - IDG Latin America
Susan Montgomery - CIO
Colleen Rainsberger - IDG Books
Christopher Robison - IDC
Jette Søe - IDG Denmark
Tim Greene - Network World
Greg Croy - IDG Books
Kelly Anderson - IDG Books
Jim Compliment - IDG Books

ONE YEAR
Lisa Puccio - CIO
Stacie Sieber - IDG
Beverly Thompson - IDG
Mark Caruso -ICE
Linda Heilman - ICE
Daniel Freda - IDG
Donna Henderson - IDG
Daniel Arnold - FCW Gov't Tech. Group
Michael Stroder - IDC
Daniel Niven -IDC
Edward Buckingham - IDC
Jonathan Lyman - IDC
Mona Kolivas - IDG Denmark
Rune Michaelsen - IDG Denmark
Gina Ney - InfoWorld
Deb Lovell - Network World
Tim DeMeo - Network World
Samantha Parent - PC World
Jamie Eckle - Computerworld
Jessica Abude - Computerworld
Amardeep Toor - IDC Australia
Malcolm Anderson - IDG U.K.
Alexander Hüls - IDG Germany
Kristen Fowler - IDC Japan
Anna Yap - IDG Singapore

And the Winners Are...

TAGLINE TRIVIA

Congratulations to **Solomon Emanuel** at IDG Singapore whose winning entry was selected in a random drawing from among those who correctly responded to the Tagline Trivia contest in the August 19 *IDG World Update*. Solomon matched the following 13 taglines with the appropriate IDG publication and correctly answered the bonus question. Solomon will receive an *IDG World Update* sweatshirt.

1. The Magazine for Electronic Publishing Professionals *(Publish)*

2. The Complete Guide to Computer Gaming *(PC Games)*

3. The Newsweekly of Enterprise Network Computing *(Network World)*

4. The Voice of Client/Server in the Enterprise *(InfoWorld)*

5. The #1 Multiplatform Gaming Magazine *(GamePro)*

6. The Essential Guide to DOS and Windows *(DOS World)*

7. The Newspaper of Information Systems Management *(Computerworld)**

8. Where Distributed Computing Meets Business Objectives *(Computerworld Client/Server Journal)*

9. The Magazine for Information Executives *(CIO)*

10. The Newspaper for Influential Users and Volume Buyers of Federal IT *(Federal Computer Week)*

11. The Executive Resource for Doing Business on the Net *(WebMaster)*

12. Making the Internet Easy *(I•way)*

13. The Macintosh Authority *(Macworld)*

14. Bonus question: Which (California-based) U.S. IDG publication does NOT have a tagline? *(PC World)*

*On the day this contest appeared, *Computerworld* changed its tagline to read: "The Newsweekly for Information Technology Leaders."

IDG CENTRAL TREASURE HUNT

Congratulations to **Marlo Matoska** of *Network World* whose winning entry was selected in a random drawing from among those who correctly answered the six questions in the first IDG Central Treasure Hunt. Marlo will receive a gift certificate for dinner at the restaurant of her choice.

1. News Service. The complete headline for the IBM story posted on Sept. 30 was "IBM Seeks Recognition for Internet Efforts."

2. Worldwide Managers Meeting Attendees posed for a group photo at 10:45 in the Terrace Courtyard.

3. World Update. The first back issue of *IDG World Update* available on line is Aug. 5, and **István Bíró** of IDG Hungary uthored the Online column that week.

4. Human Resources. *Computerworld* was seeking a temporary copy editor.

5. North American Travel Policy. Among the items not considered reimbursable expenses are: car rental insurance, parking tickets and airline clubs.

6. Forums. The eighth Star Trek movie, *First Contact*, opened Nov. 22.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 26, Number 49 December 2, 1996

IDC HONORS EMPLOYEES FOR OUTSTANDING CONTRIBUTIONS DURING FOURTH QUARTER
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ON LINE: IDG PRESIDENT KELLY CONLIN STEPS UP TO THE PLATE
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PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Marketing Services Concludes "Buying IT in the '90s" World Tour

Wave VII of decade-long research project focuses on Internet's effect on corporate IT purchase process

IDGグローバル・コンファレンス'96
IDG
IMS JAPAN
IDG MARKETING SERV

(LEFT TO RIGHT): IMS' SCOTT KLEINMAN AND IMS JAPAN'S KEIICHI MAESATO JOIN *IDG Chairman* ***Pat McGovern*** *at the speakers table at the Tokyo presentation of the "Buying IT" world tour.*

IDG Marketing Services concluded its world tour of the latest "Buying IT in the '90s" research study with a stop this week in Salt Lake City, Utah. During a whirlwind two-week period in October, IMS sponsored events in the U.S., Canada, U.K., France, Germany and Japan to present the findings of the IDG-commissioned study, "The Internet's Impact on Corporate IT Buying: A Global Study."

A total of 820 people attended the 10 presentations on the most recent "Buying IT" study, also known as Wave VII. This was the first year that IMS decided to hold such a large number of formal presentations worldwide for the "Buying IT" series.

Wave VII was the first-ever global study of the effect of Internet and intranet-related technologies on the corporate purchase process for IT products. **Scott Kleinman**, vice presi-

• CONTINUED PAGE 4 •

IDG Directory Makes Worldwide Business Unit Information Available to All

The IDG Directory is here, and never has so much information been available to so many employees in one central location.

Need to find an up-to-date listing of every IDC business unit in Asia? Want to check how many publications and products *Computerworld* U.S. produces? Need to know the names of all the editors of IDG publications in Europe? All this information and more is available through the IDG Directory.

The IDG Directory is a comprehensive listing of every IDG business unit worldwide, be it a wholly owned subsidiary, licensee or joint venture. The directory includes detailed information about all publications: primary contacts; addresses; telephone, fax and e-mail information; and all employees of each of those business units and publications.

USE LOTUS NOTES OR WEB

Only IDG employees and licensees have access to this database. The IDG Directory is available on Lotus Notes or on IDG Central's password-protected Web site at http://globalidg.com. E-mail mes-

• CONTINUED PAGE 5 •

IDC Recognizes Employees for Outstanding Effort

Eight-member cross-departmental team earns award for development of Research Template

MADELEINE SPENCER

THE RESEARCH TEMPLATE TEAM: (FRONT, FROM LEFT): MIKE LEVY, BRIAN DEGEN, *Noelle Bonin. (Back, l-r): Dan Niven, Ed Wilkins, Carmen Matheson,Steve Lee, and Nancy Hannigan.*

IDC recently honored 12 employees with its quarterly Excellence Awards for outstanding contributions to the company in the fourth quarter. Winners include four employees cited for individual performance and, for the first time in recent memory, a cross-departmental group of eight employees who were recognized for their teamwork in collaborating on a nine-month project to improve IDC's overall workflow process.

TEAMWORK

The IDC Research Template Team, comprising eight individuals representing three departments, embarked on a project early this year to dramatically improve the time it takes for a document to move through the Publications Department, Interactive Products and Services, and on to customers in both print and electronic form. The development and implementation of IDC's Research Template has resulted in a 46% improvement in document throughput. Members of the team include: **Noelle Bonin**, template liason, Publications (now an account rep in the Sales department); **Brian Degen**, director of Interactive Products and Services; **Nancy Hannigan**, director of Publications; **Steve Lee**, electronic publishing specialist, Interactive Products and Services; **Mike Levi**, director of IS; **Carmen Matheseon**, manager of IS Customer Services; **Dan Niven**, manager, Interactive Products and Services; and **Ed Wilkins**, manager of Systems and Communications Services.

"This process improvement required an awful lot of hard work and dedication on the part of all eight team members and resulted in a spectacular improvement in IDC's overall workflow process and customer satisfaction," noted **Vicki Brown**, IDC senior vice president.

BUSINESS DEVELOPMENT

Cheryl Toffel of IDC Report Sales was cited for her major contributions to IDC's record-breaking sales in the fourth quarter. Despite having to hold report sales together single-handedly for the first two months of FY96, Cheryl managed to break the all-time record for IDC report sales, with a total of $2,296,988, a full 15% over quota. Cheryl was also cited for her professional and courteous dealings with clients and colleagues.

MADELEINE SPENCER

TOFFEL

MADELEINE SPENCER

COLEMAN

IDG WORLD UPDATE

BLOOM

QUALITY

Randy Giusto, manager of Mobile Computing Research, was singled out for the outstanding quality of his research and customer service. Randy was also recognized for his willingness to take on responsibilities beyond those outlined in his job description. His expertise in the mobile industry has resulted in new products such as the Technology Spotlight report series, which helps ensure that IDC remains competitive.

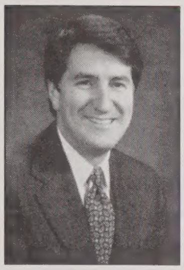
QUALITY

Thanks to the outstanding efforts of Electronic Delivery Coordinator **Gemma Coleman**, IDC's custom clients are now receiving 100% of the research they pay for and they are getting it in a timely fashion. Prior to her involvement in the electronic delivery of IDC products, IDC was in danger of losing thousands of dollars in sales because customers were not receiving all the research they had paid for and were threatening not to renew. As a direct result of Gemma's great customer service, Hewlett-Packard and Oracle not only responded with calls of thanks but renewed their current services and added several new ones.

SERVICE

Lisa Bloom, group marketing manager, International Research Group, was honored for her continuous success in coordinating marketing efforts such as producing prospectuses, fact sheets, press releases and report promotion for research operations located in Prague, Hong Kong, Latin America, London, the U.S. and more. Operating as an advocate for her customers and maintaining an extraordinary level of worldwide communication and dedication, Lisa ensures that important marketing materials include the international perspectives.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Why hasn't IDG ever tried a computer publication aimed at school age kids and/or their teachers?

A In *GamePro*, IDG actually publishes the No. 1 technology publication reaching teenagers; with its assorted other projects, including a television show, this is a very strong "franchise" for school-age kids. One of our newest products, *Computers Made Easy*, which is published as a partnership by *PC World* and *Family Circle*, is also aimed at readers who do not read traditional computer magazines. Finally, we do have an audience of volume technology buyers in education among our enterprise newsweeklies.

That said, there has never been a successful PC publication aimed just at teachers or school-age kids, despite various attempts. The primary reason is that rather than a relatively small number of people with deep interest in a subject (the equation for a successful publication), with teachers or students you have a relatively large number of people with a passing interest in computers as a subject. Moreover, the average spending for the audience of teachers or students is small, making the audience unattractive for advertisers.

Does IDG have a corporate-wide policy on journalistic conflicts of interest, or does each publication set its own standards? I've noticed that some publications use writers who work for house organs of vendors, while others have strong policies against it. Similarly, I've heard about staff editors writing advertorials and white papers for a vendor or advertiser, which is against the American Society of Magazine Editors advertorial guidelines and every professional journalist groups' ethics guidelines.

It is the responsibility of the editor-in-chief, in consultation with the business unit president, to establish and enforce editorial standards that are consistent with local practices. Of course, one of IDG's corporate values is to produce products of the highest editorial quality, and so we do indeed have a corporate expectation of editorial integrity and quality. However, since we operate in more than 75 countries, it would be difficult if not impossible to establish detailed guidelines to cover every possible question, and we therefore depend on local management to ensure our corporate goal is met.

We have several ways of measuring each publication's success in this regard, since we require regular editorial surveys to determine readership ratings of quality and usefulness. To the extent readers felt the editorial was compromised in its quality, this would be an important warning sign that would show up in these surveys.

Are there any IDG business units that are really making money on the Internet today or is it primarily a value-add for readers and/or a way to attract subscribers to the print publications?

We are proud to report that we do indeed have Internet publications that are profitable. In fact, *JavaWorld*, from Web Publishing, was the first Internet-only publication to turn a profit, and it did so within just a few months of its launch. There is certainly a lesson in that example: *JavaWorld* focused on a very specific, highly desirable audience, delivered a compelling editorial product that exploited Internet technology (such as "instant" reader feedback) to steadily improve the publication, and negotiated key "links" on highly trafficked sites to drive circulation. It has become the center of the Java community on the Web and is therefore rewarded with ever higher readership levels and advertising participation.

This success profile is remarkably consistent with print publications or any other information product: find an attractive audience, deliver the very best product and success will follow.

It's always been emphasized that the functional meetings (Editorial, Production, Circulation, IS, etc.) are a key method of sharing and leveraging expertise around the company, and as such are a critical factor in the success of IDG's decentralized structure. But now I understand that all the functional meetings have been eliminated for fiscal 1997. I realize that we're doing more information sharing on the Web, via IDG Central and other sites, but is that really an adequate replacement for the valuable networking and interaction that takes place at meetings like the U.S. Editors meeting or the Online Function Meetings?

In looking at the burgeoning calendar of internal meetings, we found that the number had grown to the point where you could attend an IDG internal meeting nearly every week of the year! We found, for example, that many meetings were being held just because they were on the calendar or because "we've always done it this way." Therefore, we decided to "zero base" our meeting planning this year. By canceling many routine meetings, it forces a discipline into holding only those meetings that have a specific purpose or that the participants truly feel have enough value that they organize it "from the ground up" to solve a specific issue among the invited participants.

In no way does that reflect a lack of interest in sharing know-how and best practices and other benefits that can be derived from such meetings. But it does encourage the organizers to identify the objective and expected benefits of a meeting before it is held. It also encourages creativity: the online meeting, for example, is now being conducted nearly daily through the Online Support Center; the IS professionals in the U.S. are doing a lot of ongoing information sharing through a specialized Web site at IDG Central. Still other groups have decided to go ahead with their face-to-face meetings because they believe in their value.

IMS

continued from page 1

dent of IMS/U.S., noted that by demonstrating the global nature of the Internet marketing challenges faced by IDG's customers, Wave VII supported the value of IDG's unique global reach and ability to help clients market their products like no other company can.

"Through the research we also showed that, despite the Internet's tremendous potential impact on the corporate IT environment, traditional technology influencers like computer professionals and computer-savvy department managers are still the key influencers of technology purchasing and still use computer publications more than any other source of information," Kleinman added.

IMS Japan hosted the last installment of the tour —which had the second largest attendance next to the San Francisco presentation — and billed it as "The Global Conference '96."

In addition to the Buying IT presentation by Kleinman, IDG Chairman **Pat McGovern** presented "Toward the Next Millenium: Opportunity and Challenge in the Next Era of IT Growth" and **Keiichi Maesato**, president of IMS Japan, gave an overview of IDG as the world's leading IT media, research and exposition company.

The gathering of more than 120 high-level managers from top Japanese and foreign-based IT companies, ad agency executives and members of the press represented the first time that IMS had conducted such a comprehensive presentation to such a diversified audience.

For last year's Wave VI study, for example, IMS Japan scheduled individual appointments with clients and brought in Kleinman or IMS President **Peter Horan** to present the study's findings.

IDG's global strength and scope

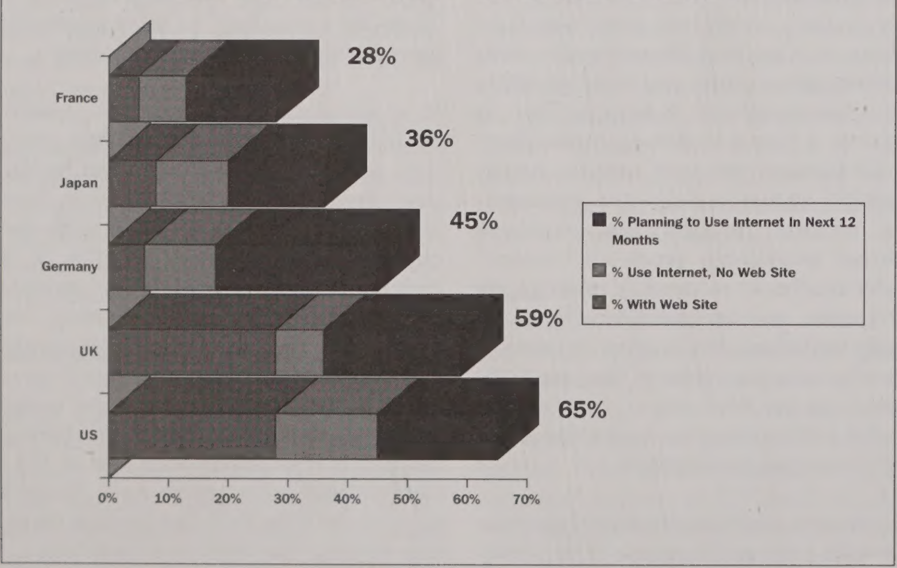
This year's approach, however, left clients with a lasting impression of IDG's global strength and its broad scope of activities.

At the reception following the presentations, IDG executives and staff were beseiged with questions about how to get more information on the "Buying IT" series and how IDG could package its resources to help clients succeed in the marketplace.

The importance of publicizing IDG's global strength was clear. In a questionnaire distributed after the event, almost 90% of the participants said that, before the Tokyo presentation, they had been aware of only some of IDG's functions and global activities. They were also impressed by the sophistication of IDG's global Internet research.

"We at IMS Japan thought it was an excellent opportunity to prove IDG's global potential to clients through our latest global research," Maesato said.

HOW EXTENSIVE IS INTERNET USAGE?

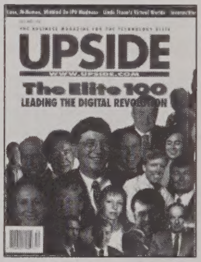


IDG Gets Ink in December

IDG has had coverage in the most recent issues of *Forbes ASAP*, *Forbes* and *Upside* magazines.

Forbes ASAP: In the Dec. 2 issues, IDG Chairman **Pat McGovern** has written an essay entitled "Circling Back to the Small and Simple." McGovern's essay joins those of Tom Wolfe, Bill Gates, Tom Brokaw, Mark Halprin and 48 other leading technology and media figures who offer their thoughts on the future of the digital revolution.

Forbes: In the Dec. 2 issue, IDG is ranked 97th among the 500 largest privately held companies in the U.S.



Upside: In the December issue, Mc-Govern and IDG Vice President of Technology **Bob Metcalfe** are included in *Upside*'s "Elite 100": the 100 most influential people in the "convergence industry" (information technology, media and telecommunications). This issue also includes three letters from Softbank/Ziff-Davis employees protesting the negative profile of their company in *Upside*'s October article on the three major computer publishers in the U.S. (IDG, Softbank/Ziff-Davis and CMP).

*If you would like reprints of these articles mailed to you, contact IDG Director of Public Relations **Kathy Day** at tel: 415-676-3044, fax: 415-705-6421 or e-mail: kathy_day@idg.com.*

ADDRESS CHANGE

FCW Government Technology Group has moved to a new location:

3141 Fairview Park Drive
Suite 777
Falls Church, VA 22042

Phone and fax remain the same:
703-876-5100
703-876-5101

Job Opportunities

Monday, December 2, 1996

District Manager (FCW)
FCW Government Technology Group is seeking a highly motivated energetic, sales rep based out of Southern California to cover the Southwest territory. Successful candidate will have sales experience and knowledge of the IT market.
Location: S. CA
Contact: M. Martin, Fax: 714-488-3851, Phone: 714-488-9865, Email: -NA-

Senior Research Analyst, Midrange Servers (IDC)
IDC's Commercial Systems and Servers program, one of IDC's largest and fastest growing services, is hiring a senior research analyst to follow the dynamic midrange server market. Specifically, this analyst will track trends and new product announcement; develop detailed company models; and help implement our quarterly and annual midrange server data strategy. The analyst will be responsible for writing reports on midrange server market topics, providing client support, working with the sales force, driving consulting projects, and giving presentations to clients. Ideally, the candidate for this position will have 2-5 years experience in the IT industry, either with a server company or within a market research firm. Strong quantitative, analytical, and writing skills are required. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Applications Developer (IDG Global Comm.)
The individual in this position will develop applications for internal IDG use globally. Responsibilities include: working closely with users to develop specifications; building the applications using Lotus Notes, HTML, and other 4GL/object-oriented app dev tools; managing the distribution of the applications via Notes and the web; and providing technical support as needed. The successful candidate will have 2-4 years of programming and analysis experience. Proficiency with Lotus Notes' macro and script language is highly desired as is knowledge of Lotus' Domino web publishing technology and tools such as Visual Basic and Visual C++. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. ***Location: San Mateo, CA***
Contact: R. Chang, Fax: , Phone: 415-524-5705, Email: robert_chang@idg.com

Director of Content (IDG Web Shopper)
Define overall editorial concept and the content and design strategy for this new IDG online venture. Includes the product's basic structure, divisions, and essential editorial elements. Assign and oversee the execution and integration of content and work with the design and technical staff to integrate signature design and graphics. Seven plus years of combined computer industry or technology-based journalism experience in increasing responsible management assignments. In-depth knowledge of the PC and Mac industry, PC technology, and solid working familiarity with the WWW and online services. Good writing, excellent technical, analytical, organizational, and staff management skills. Able to travel frequently.
Location: San Francisco, CA
Contact: D. Ezequelle, Fax: 415-975-2631, Phone: 415-267-4560, Email: david_ezequelle@pcworld.com

Assistant - IMS Internet Product Development Group (IMS/Online)
IDG Marketing Services is seeking a talented, energetic individual to work in the Internet Product Development group in its San Francisco office. In this position, you will be responsible for providing general administrative and office support, as well as assist in market research and analysis and presentation preparation. The ideal candidate will have a strong ability to work independently, extensive computer experience, and strong communications skills. Experience in an ad agency, publishing sales, or in an internet-related company is helpful. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Assistant Editor (2) (MAC)
These 2 candidates will assign, write, and edit articles and act as a representative of the magazine. They will work with the Executive Editors to develop and manage the content and focus of assigned stories. Candidates must have a B.S. or B.A. in Journalism or equivalent business computing experience; 1-2 years on the job experience in computer journalism; a basic familiarity of personal computer technology, products and their applications; good editing and writing capabilities as well as project management skills are also necessary. ***Location: San Francisco, CA***
Contact: C. Person, Fax: 415-442-0766, Phone: 415-978-3345, Email: carol_person@macworld.com

Advertising Coordinator (NW)

This individual will be responsible for all advertising operations for the Direct Response Advertising including receipt, logging, and processing of advertising sales orders and materials, layout specifications and requirements for accounts. Heavy data entry and phone work with clients and sales reps. Will also assist department manager with administrative reports and act as back-up for display coordinators. Requires the ability to work under deadline pressure, handle multiple tasks at once. Must be detail oriented and have willingness the learn computer systems. ***Location: Framingham, MA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Editorial Assistant (NW)

Currently, our Editorial department has an opportunity available for an Editorial Assistant. The main responsibilities of this entry-level position include providing clerical and research support for a busy and growing editorial department. Other responsibilities include sorting daily mail, filing, and customer support for both internal staff and external customers and readers. Must be self motivated with an ability to handle a variety of projects and multiple tasks. Accuracy in typing is required. ***Location: Framingham, MA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Managing Editor, Features (NW)

The Managing Editor, Features, will be responsible for assigning and editing feature stories on a range of topics as well as editing Network World's Management Strategies section. Proven editing skills are a must, as you will be working with freelancers to craft their stories into colorful, hard-hitting features. Familiarity with a range of networking technologies and issues is required, as are strong organizational skills. ***Location: Framingham, MA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Assistant to the Publisher (PCW/WEB Magazine)

Candidate will provide administrative and clerical tasks as determined by the Publisher and the Director of Operations of WEB Magazine. Responsibilities include office management, meeting and presentation preparation, departmental expense tracking and extensive customer contact. Must be PC literate and have a good working knowledge of Word for Windows and Excel for Windows. The ideal candidate will be highly organized and detail oriented with excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment. ***Location: San Francisco, CA***

Contact: C. Smukler, Fax: 415-442-1891, Phone: 415-974-7394, Email: claudia_smukler@pcworld.com

Production Manager (PCW/WEB Magazine)

Responsible for the day to day operations required for the timely and accurate production and manufacturing of the WEB Magazine. Experienced and highly knowledgeable in print production, capable of managing detailed and technical information and developing workflow procedures while performing a wide range of departmental duties. ***Location: San Francisco, CA***

Contact: C. Smukler, Fax: 415-442-1891, Phone: 415-974-7394, Email: claudia_smukler@pcworld.com

Sales Associate (PCW/WEB Magazine)

To support the Western Ad Director in all administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. To work as a team member with Account Managers helping sell display and marketplace advertising. Must be PC literate and have a good knowledge of Word for Windows and Excel for Windows. Must be organized, detailed oriented, must possess excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment. ***Location: San Francisco, CA***

Contact: S. Laughlin, Fax: 415-974-7316, Phone: 415-978-3329, Email: scott_laughlin@pcworld.com

Administrative Assistant (Publish)

Publish is seeking a responsible, professional individual to support the Advertising Sales Department in all administrative facet of sales, to include clerical support, data entry, customer service, create graphic presentation materials, and special projects. The individual in this position must have at least 2-5 years of administrative experience, and working knowledge of Microsoft Word, Excel, and PowerPoint. Experience in Filemaker and Quark a plus. ***Location: San Francisco, CA***

Contact: M. Higgins, Fax: 508-935-4600, Phone: 508-935-4766, Email: molly_higgins@idg.com

Assistant Editor (Publish)

The person in this position will write and edit product news, buyer's guides, reviews, and features. The position requires sharply honed editing skills and the ability to work well with writers. The candidate should have two years experience in computer journalism and the proven ability to meet deadlines. Some knowledge of publishing-related hardware is preferred. ***Location: San Francisco, CA***

Contact: M. Naman, Fax: 415-975-2613, Phone: 415-978-3296, Email: mnaman@publish.com

IDG DIRECTORY

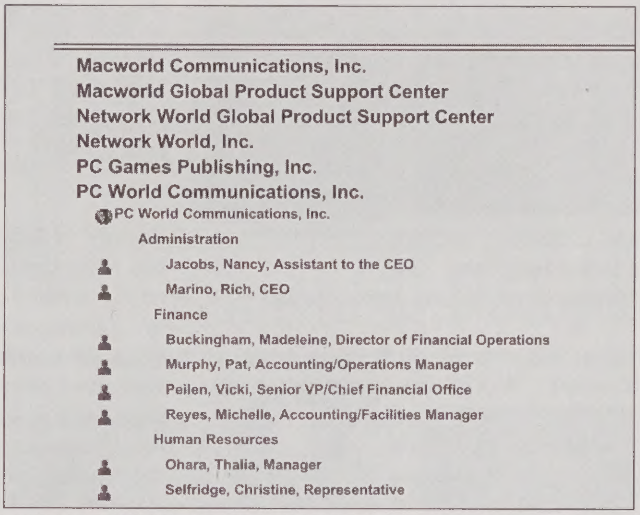
continued from page 1

sages may be sent directly from the database, both in Notes and Web versions.

"We want this to be a 'one-stop shop' for people to find accurate contact information and business unit information," said **Jennifer Bayon**, licensing administrator for IDG International Publishing Services, who headed up the project with the assistance of IDG Global Communications' Project Development Manager **Robert Chang** and IPS' **Jim Barattolo**.

"The site will be continually updated and expanded, and we need people's feedback. Use it, check to make sure that your personal contact information is online and correct, and forward any changes to Jim," said Bayon. *(See sidebar for Q&A contact information.)*

Bayon noted that in the U.S., IDG's human resources departments will be forwarding lists of employee hires and resignations twice monthly to Barattolo for use in updating the database. Business units outside the U.S. are encouraged to send him similar information so the directory can remain as accurate as possible.



Macworld Communications, Inc.
Macworld Global Product Support Center
Network World Global Product Support Center
Network World, Inc.
PC Games Publishing, Inc.
PC World Communications, Inc.
PC World Communications, Inc.
Administration
Jacobs, Nancy, Assistant to the CEO
Marino, Rich, CEO
Finance
Buckingham, Madeleine, Director of Financial Operations
Murphy, Pat, Accounting/Operations Manager
Peilen, Vicki, Senior VP/Chief Financial Office
Reyes, Michelle, Accounting/Facilities Manager
Human Resources
Ohara, Thalia, Manager
Selfridge, Christine, Representative

THIS PARTIAL VIEW OF THE MAIN DIRECTORY IN NOTES *shows business units by country. The view is opened to show listings of PC World employees by department.*

HOW TO GET HELP

If you have any technical problems with the directory, please first contact your information systems department. For all other questions and comments, please contact the following individuals:

Content:	**Jim Barattolo** **IDG International Publishing Services** **jim_barattolo@idg.com** **tel: 617-423-1305** **fax: 617-423-0712**
Database design:	**Robert Chang** **IDG Global Communications** **robert_chang@idg.com**
Password:	**Diana Garza** **IDG Global Communications** **diana_garza@idg.com** **tel: 415-524-5701** **fax: 415-524-5730**

Note: IS departments should also notify Garza of major changes to business units' e-mail systems, i.e., a change of the unit's Internet domain name.

SEARCHING WITH EASE

The IDG Directory has a full-text search capability with four major views:

1) VIEW MAIN DIRECTORY
Click on the Main Directory View to see a complete listing of IDG's business units, including their publications/products, departments/sub-departments and employees.

2) VIEW BY BUSINESS UNIT
Business units may be viewed by country, by type (subsidiary, licensee or joint venture) and by region. This view contains general address, telephone, fax and e-mail information and up to three primary contacts.

3) VIEW BY EMPLOYEES
In addition to the employee's name and title, the employee profile indicates the business unit, product line and publication/product and/or department where the employee works. You may view Employees by all employees (listed alphabetically); by business unit, by product (publication title), by business unit type (subsidiary, licensee or joint venture) or by job category (executive, administrative, editorial, systems, finance, etc.).

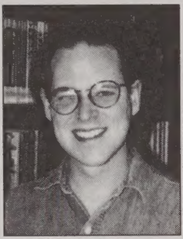
4) VIEW BY PRODUCT
This group of views allows you to view the information by product line or publication title. You may view the products/publications by product, by product line, by country, by business unit type or by region.

NEW ADDRESS FOR GLOBAL COMMUNICATIONS

160 Bovet Road
Suite 402
San Mateo, CA 94402
Tel: 415-524-5700
Fax: 415-524-5730

NOTEWORTHY

NEW EMPLOYEES


SCHUMANN

ODESSA GUEVARA

IDG Books in Foster City, Calif., welcomes four new employees. Graphics Production Specialist **Mark Schumann** was previously art director at R. Talsorian Games. He has a B.A. in history from the University of California/Santa Cruz and enjoys history and music.

LEVINSON

ODESSA GUEVARA

Jude Levinson, also a graphics production specialist, held a similar post recently at Waite Group Press. She has a B.F.A. from Moore College of Art in Philadelphia. Outside the office, Jude plays guitar, harmonica and sings in a jug band that plays early 1900s American music.

Marketing Assistant **Sunita Sabharwal** had been working for the company as a temp since September before being hired as a full-fledged employee. She has a B.A. in psychology, with a minor in Spanish, from the University of California/Berkeley. Sunita, who recently learned to water ski, also enjoys hiking and spending time with friends.

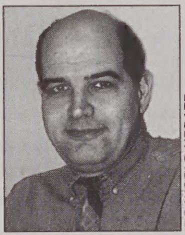
SABHARWAL

ODESSA GUEVARA

LINDENKOHL

ODESSA GUEVARA

Online Project Development Manager **Sandi Lindenkohl** previously worked at Golf Travel Network as a marketing manager. She has a B.S. in marketing and psychology from the University of South Florida and lists skiing, windsurfing and adventure travel among her interests.


HOLINGUE

IDG WORLD UPDATE

Network World has hired **Jean-Olivier Holingue** as Web technology manager for Network World Fusion. He was most recently chief technologist at Peregrine Publishers. Jean-Olivier has an M.S. in math and computer science from the Sorbonne in Paris. He enjoys sailing, canoeing and spending time with his wife and four children.

LEE

IDG WORLD WPDATE

Graphic Designer **Paul Lee** is working on *Network World* section graphics, news graphics and layout. He is a recent graduate of Savannah College of Art and Design, where he won several design awards. Paul enjoys being back in New England and spending his free time on photography and design projects.

LIEF-MALOUF

IDG WORLD WPDATE

Carol Lieb-Malouf has been hired for the newly created position of photo editor at *Computerworld*. She was most recently art buyer and designer for *Inc.* magazine, where she worked for the past 10 years. She has a B.F.A. from the Massachusetts College of Art and recently restored a turn-of-the-century townhouse.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Adrian Mello - Macworld

TWELVE YEARS

Christopher Glenn - Computerworld
Claudiney Santos- IDG Brazil

NINE YEARS

Allison Stamm - IDG Research Services
Mary Marshall - CIO

EIGHT YEARS

Maryann Doolin - IDG List Services

SEVEN YEARS

Jean Kolak Mercer - Computerworld

SIX YEARS

Maria Lanzillotti - IDG
Costantino Cialfi - IDG Italy

FIVE YEARS

Hege Kilde-Lien - IDG Norway
Suhail Kawar - IDG
Walter Manninen - CIO
Kristen Kim - IDG
Kelvin Gee - Macworld

FOUR YEARS

Tina Pescaro - CIO
Mihály Sipos - IDG Hungary

THREE YEARS

Adrian Morgan - PC World

TWO YEARS

Jeanette Olsen - IDG Norway
Knut Gjernes - IDG Norway
Neal Weinberg - Computerworld
James O'Donnell - IDG Newsletters
Pat Rickett - IDG Books
Kara Murphy - IDG Books
Bo Andersen - IDG Denmark
Andreas Heer - IDG Switzerland

ONE YEAR

Ann Dempsey - PC World
Yael Li-Ron - PC World
Kathleen Angelone - Computerworld
Alison Hatch - Computerworld
Frederic Desbois - Macworld
Karl Elken - Macworld
Theodore Kim - Macworld
Gina Carullo - IDG Books
Debbie Stailey - IDG Books
Ann Miller - IDG Books
Tracy Cramer - IDG Books
Jusztina Nagy - IDG Hungary
Stratos Prodromakis - IDG Switzerland
Alberto Estrada - IDG Mexico

Computerworld Romania Celebrates Three Years

When it debuted in October 1993, *Computerworld Romania* was a one-color, 16-page bimonthly geared to a general business audience. Today, the full-color bi-weekly focuses on IT users and has periodic special supplements.

The staff recently joined colleagues, clients, and friends for an anniversary celebration at Bucharest's first Internet cafe. (Left to right): **Nicu Butmar**, distribution manager; **Mihaela Carstea**, editor-in-chief; Mihai Chivaran, former layout editor; **Anca Crahmaliuc**, editor; two editors from IDG Books' local publisher; **Radu Crahmaliuc**, deputy chief editor; **Mihaela Gorodcov**, general manager.

Smashing Pumpkin

IMS staff carves time out of busy schedule to create award-winning pumpkin sculpture

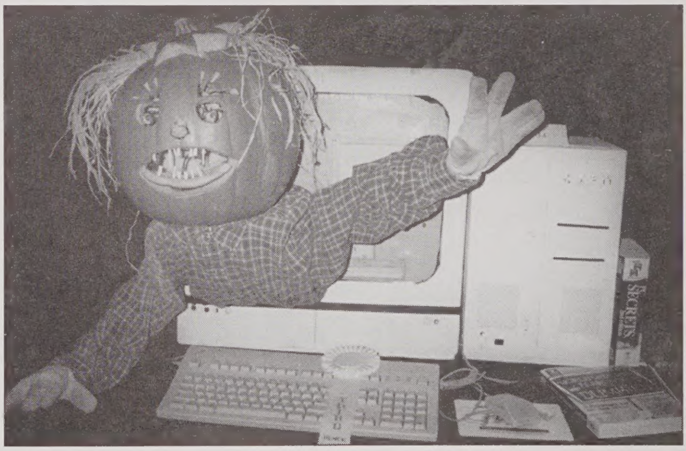
A group of IDG Marketing Services staff, spurred on by the creative vision of Corporate Support Center Presentation Assistant **Travis Neal**, recently claimed third prize in a pumpkin-carving contest sponsored by the property management organization of San Francisco's Transamerica Building Complex, which includes the famous Transamerica Pyramid building.

Despite stiff competition from some 60 local pumpkin carvers, the IMS team's entry, a giant pumpkin-headed figure bursting out of a large monitor with arms stretched out before him, wowed the judges both on its artistic and engineering merits.

"Frankly, I had serious doubts Travis could pull it off when he told me what he wanted to do," admitted one initally skeptical member of the creative team. "How he kept the whole thing from totally toppling over is still a wonder to me, but he had it all engineered properly and it was awesome!"

Neal, whose job it is to provide many of the computer-generated graphics used in presentations given by members of the CSC, and his hard-working recruits put in many long hours after work and over the weekend prepping their creation. Pitching in were Executive Assistant **Tina Templin**, who contributed the straw for hair and body, carving knives and the white rocks that served as teeth; **Bill Binan**, senior national accounts analyst, whose red flannel shirt became part of the sculpture and who, along with **Alice Curran**, national accounts analyst did the actual carving; and **Julie McGill**, marketing communications director, who shared the task of removing pumpkin innards and seeds with Sales Support Manager **Renee Capri**.

For their efforts, the group earned a catered breakfast of pancakes, sausage, fruit, juice and coffee in the comfort of their 505 Sansome St. office. Pumpkin pie will not be served!



TINA TEMPLIN

ABOVE: *IMS missed no opportunity to get the IDG name in front of the pumpkin-viewing public. The monitor and screen featured the name, IDG Books ...For Dummies volumes were scattered about the workstation and the mouse rested on a Network World Fusion mousepad.*

TINA TEMPLIN

LEFT: ***Travis Neal*** *makes some final adjustments to his group's award-winning entry prior to wheeling it down to the lobby of the Transamerica building for display.*

CELEBRATING 10

Michael Sullivan-Trainor

HOME: Westwood, Mass.

JOINED IDG: March 1986 as a senior writer in the *Computerworld* features department.

CURRENT TITLE: Program Director, Internet and Electronic Messaging, IDC.

MOST CHALLENGING PART OF YOUR JOB: Staying ahead of the technology.

BEST PART OF YOUR JOB: Staying ahead of the technology!

LATEST ACCOMPLISHMENT: In September of this year I published a book, *Webmaster Strategies*, with IDG Books.

CAREER HIGHLIGHT: I was hired as *Computerworld*'s first features senior writer and eventually rose to become research manager for the department.

MOST MEMORABLE OCCASION AT WORK: Sharing the podium with IDG Chairman Pat McGovern and MCI founder Bill McCowen at the Computerworld Premier 100 awards ceremony.

JOINED IDG BECAUSE: It offered the best mix of technology and writing.

DID YOU THINK YOU'D BE HERE 10 YEARS? I had no idea — the time has flown by!

WHAT'S KEPT YOU AT IDG? The ability to learn and grow through my career.

IDC'S MICHEAL SULLIVAN-TRAINOR (RIGHT) JOINS IDG *Chairman **Pat McGovern** for dinner at Boston's Ritz-Carlton in celebration of his 10-year anniversary with the company.*

INTERESTS OUTSIDE THE OFFICE: Time with my wife Maureen, and children: Adam, 13; Christopher, 6; and Kathryn, 5; cross country skiing and travel.

BEST BOOK READ IN THE PAST YEAR: *Being Digital* by Nicholas Negroponte.

MANAGER'S PROFILE: "Mike is quietly one of the most effective analysts in the company. He is a true team player and has been a key ingredient in the development of IDC's fastest growing program, The Internet Commerce Program, which in two years has gone from no revenue to being one of IDC's biggest research programs."

- ***John Gantz**, senior vice president, IDC*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 26, Number 50

December 9, 1996

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IDG'S TOP-PERFORMING BUSINESS UNIT MANAGERS EARN CHAIRMAN'S AWARDS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Computerworld, *InfoWorld*, *Network World* Join Forces in Sales Effort

Enterprise World program leverages weeklies' ability to deliver 1.8 million unduplicated readers

(FROM LEFT) COMPUTERWORLD'S GARY BEACH, NETWORK WORLD'S COLIN UNGARO, ***Joel Deceuster*** *of IDG Marketing Services and InfoWorld's* ***Jim Martin*** *introduce Enterprise World at last month's Comdex show in Las Vegas. The collective reach and power of the Enterprise World program serves as an excellent launch platform for advertisers needing to make a significant impact on the enterprise market within a relatively short time.*

IDG's three U.S. newsweeklies have announced a plan to "collaborate and conquer" by offering advertisers an opportunity to tap the collective advertising and merchandising power of *Computerworld*, *InfoWorld* and *Network World* to launch advertising campaigns and build brand awareness within the enterprise.

Dubbed Enterprise World, and officially unveiled at Comdex last month, the program leverages IDG's unique competitive advantage by offering customers:

1. A rate discount that allows advertisers to afford heavy frequency and concentrated impact to the 1.8 million

• CONTINUED PAGE 2 •

Managers from More Than 40 Units Convene in San Francisco

IDG WORLD UPDATE

ENJOYING A CABLE CAR TOUR OF *San Francisco are (left to right)* ***Willie Chua****, president of WS Computer Publishing in Manila; his wife Mavis; and* ***John Tan****, general manager of IDG Singapore.*

IDG business unit managers from more than 40 countries gathered last month in San Francisco for the annual IDG Worldwide Managers Meeting. The purposes of the meeting include reviewing results from the year just completed, sharing best practices, developing new ideas and honoring those business units with the best performance.

Meeting sessions, in addition to the usual financial review, included a look at new corporate marketing programs, an update on IDG's global communications

• CONTINUED PAGE 5 •

14 Managers Honored for Outstanding Performance

One of the highlights of the Worldwide Managers Meeting is the presentation of the Chairman's Awards, which recognize outstanding performances by business units during the past fiscal year. Fourteen awards were given out for FY96, the most ever, including a new award for highest growth in new revenue categories.

VON HEIMBURG

STEVE HAIG PHOTOS

York von Heimburg, managing director of IDG Magazine Verlag in Munich, captured the Chairman's Cup for Overall Management Excellence. Among the accomplishments of his team:

- The business unit finished FY96 with revenues of $34 million, a 27% increase over FY95. It was the most successful year ever for the company.

- Operating profits were $3.1 million, a 166% increase over FY95.

- The division introduced successful products such as interactive CD-ROMs.

- Macworld Expo/Frankfurt attracted 17% more attendees and 27% more exhibitors than last year.

Shi Huaichen, general manager of China Computerworld Publishing and Service Corp., accepted the award for the Weekly Publication with the Highest Profit Margin in the company. *Computerworld China* had a profit margin of 36%. IDG Netherlands Managing Director **Paul Molenaar** accepted the Highest Profit Margin award for a monthly publication on behalf of *Lan Magazine* (27%).

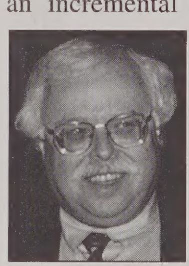
HUAICHEN

MOLENAAR

HINOVA

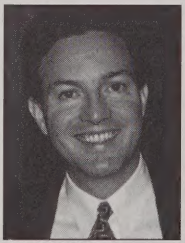
Greatest Improvement in Profit Margin for a Publishing Company Business went to **Tatiana Hinova**, managing director of IDG Bulgaria, for that company's increase of 17% in overall profit margin.

HOLMES


LEYY

Greatest Improvement in Profit Margin, measured in absolute dollars, was awarded in three categories. For business units below $15 million in total revenue, *Federal Computer Week*, led by President **Edie Holmes**, was the winner with a profit improvement exceeding $600,000. CIO President **Joe Levy**, whose company had an incremental profit performance of $1.8 million, accepted the award for a business between $15 and $25 million in revenue. There was a tie for business units with revenue above $25 million between *Computerwoche* in Germany and IDG Books Worldwide. Accepting the awards were Computerwoche Managing Director **Ralph Peter Rauchfuss and** IDG Books CEO **John Kilcullen**; both of their companies had $1.7 million in incremental profit.

RAUCHFUSS


KILCULLEN

MARTIN

SZOT

Highest Growth in New Revenue Categories went to InfoWorld President and CEO **Jim Martin**, whose company had $3.5 million in incremental revenue from publishing new demographic editions, up 53% from last year.

Kazimierz Szot, general manager of IDG Poland, earned Greatest Improvement in Market Share for any IDG publication for *Computerworld Poland.*

BARROS

Oscar Barros, president of Publicaciones en Computacion Ltda. in Chile, was the first licensee to win a Chairman's Award. His company's market share in the overall market is 55%, and *Computerworld Chile* has an 85% market share, thereby giving Barros the Highest Publication Market Share in Multiple Book Markets award.

KENNEDY

Most Successful New Publication Launch in 1996 went to IDG Australia Managing Director **Don Kennedy** and the team at *Computer Reseller News*. The title's revenue was 69% ahead of budget and total ad pages were 102% over budget, turning a planned investment into a profit maker.

MILTON

Most Successful New Exposition Launch went to the Internet Commerce Expo team led by President **Ron Milton**, who built a brand in the U.S. as well as around the world.

Job Opportunities
Monday, December 9, 1996

Assistant News Editor (NW)
NWW currently has an opportunity for an Assistant News Editor with experience in high-tech reporting, writing and editing for critcal editorial management postion. The job involves working with reporters to fine tune story ideas, editing copy and helping manage the graphics process. Other duties include working with the senior reporting staff to coordinate coverage accross multiple technical disciplines. This editor will also be responsible for monitoring wire services and working with online reporters in posting news on NWW's Fusion Web Site. This positiong reports to the Associate News Editor and requires at least 5 years of computer journalism experience. ***Location: Framingham, MA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Sr. Analyst, International Group (IDC)
The international group has an opening for an individual to work jointly on the International Access Service and the IDC Asia Pacific products. Candidate will be asked to provide product knowledge and sales support for these product areas, as well as the primary contact point for client inquiries for the IAS and AP products. Other responsibilities include: ensuring continued renewal of the IAS through proactive client account management, locating and qualifying prospects and assisting in the coordination between customers and IDC product groups. Knowledge of IT Markets a strong plus. Excellent writing skills required.***Location: Mt. View, CA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

US PC Market Analyst (IDC)
The IDC US PC Market Analyst will be responsible for all IDC Quarterly PC Market Tracker data for the United States. Building upon the program's launch success, this analyst will perform vendor surveys, attend trade shows/conferences, and build an information and contact network to develop an accurate picture of the state of the PC market each quarter. A successful candidate will have solid interpersonal and/or research skills, have a basic understanding of the US PC market, have strong spreadsheet and data manipulation/ modeling skills, and will be extremely customer-focused and deadline driven. ***Location: Mt. View, CA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

HR Manager (IDG)
The IDG Human Resources Division has an opening for an HR manager with strong generalist experience to work with a variety of IDG business units. Strong organizational development, employee relations, recruiting, and 8+ years of experience preferred. ***Location: Framingham, MA***
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Online Account Manager (Inside Sales) (MAC)
This inside sales Online Account Manger will be responsible for prospecting new accounts, cold calling, and maintaining existing online accounts. The ideal candidate will have 2-4 years publishing, direct sales, or telemarketing experience as well as have a strong enthusiasm and interest in the internet. Computer marketplace experience is preferred. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

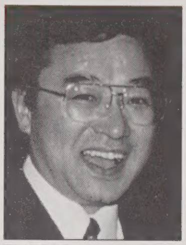
Production Manager (PCW)
This individual will be responsible for the timely and accurate production of PC World Magazine and our direct to plate workflow. Duties include mapping the magazine, communicating with Editorial and Art Departments on scheduling, creating logs for editorial page tracking and preparing edit files for transmission to printer. The ideal candidate will have excellent skills with Quark Express, Adobe Illustrator and Photoshop for a Mac and Excel and Word for a Win95 PC as well as familiarity with service bureau workflows. ***Location: San Francisco, CA***
Contact: N. Maudsley, Fax: 415-978-3205, Phone: 415-978-3310, Email: -NA-

Sales Associate (PCW/WEB Magazine)
To support the Eastern Ad Director in all administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. To work as a team member with Account Managers helping sell display and marketplace advertising. Must be PC literate and have a good knowledge of Word for Windows and Excel for Windows. Must be organized, detailed oriented, must possess excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment.
Location: New York, NY
Contact: G. Mason, Fax: 415-974-7316, Phone: 415-978-3329, Email: greg_mason@pcworld.com

Director of Sales (Web Shopper)
Will develop and manage electronic advertising sales for WEB SHOPPER and PCW's Online Services Group. The Director will report to the EVP WEB SHOPPER and will be responsible for recruiting, training, and managing account executives and administrative staff. He/she will identify, target and qualify top potential clients and will direct and motivate sales staff to achieve revenue objectives. Qualifications include: 5+ years sales experience in either telemarketing or display sales, including 2 years of successful sales management. Solid working familiarity with the WWW and online services. Good writing, analytical, organizational and staff management skills.
Location: San Francisco, CA
Contact: D. Ezequelle, Fax: 415-975-2631, Phone: 415-267-4560, Email: david_ezequelle@pcworld.com

Manager, Product Development (Web Shopper)
Reporting to the EVP WEB SHOPPER, the Manager Product Development will be responsible for all aspects of the planning, development, and ongoing operation of the WEB SHOPPER site on the WWW. He/she will be responsible for building a feature-rich web site, designing and managing content delivery systems, and creating and implementing an online transaction-based service. In collaboration with PCW's Online Services Group, the Manager Product Development will recruit, hire, and develop staff to meet agreed-on milestones and deadlines. Qualifications: candidates should have managed successful project teams, and have significant experience with HTML programming, WWW server software, Netscape/Explorer and other WWW clients. Knowledge of Visual Basic, UNIX, and proficiency in general business applications software. Familiarity with OLTP a definite plus.
Location: San Francisco, CA
Contact: D. Ezequelle, Fax: 415-975-2631, Phone: 415-267-4560, Email: david_ezequelle@pcworld.com

Look for the next complete list of job openings on Monday, December 30, 1996!
Visit the IDG Home Page at www.idg.com for a complete list of job openings!



TAMAI

IDG World Expo/Japan General Manager **Setsurou Tamai** earned Entrepreneur of the Year for his successes: Windows World/Tokyo with 191,000 attendees, Macworld Expo/Tokyo with 172,000 attendees (both the largest shows in their brand worldwide); and profits at IDG World Expo/Japan up 14% over FY95.

WORLDWIDE MANAGERS

continued from page 1

systems, the annual Great Ideas roundup, and a heavy focus through several sessions on our customers and how to serve them better.

One morning was devoted to sessions about online publications, and attendees hailed these as perhaps the meeting's best. **Thomas Gewecke Bill Reinstein** and **Michael McCarthy** each discussed the business models being used with their company's respective online products: PC World Online, Network World Fusion and SunWorld/JavaWorld.

Three online models

The presentations made it clear that rather than there being one business model for successful online activity, there are as many models as exist in the world of printed publications. The key remains serving customers. The PC World model is a large circulation one, driven by delivering a large number of hits for advertisers. Network World has successfully translated the controlled circulation model online, limiting access to those who meet purchase criteria. The online publications for Sun and Java are traditional content-driven models where editors supply the best content available and the advertising follows.

As always, the meeting concluded with the Chairman's Dinner, where business units were honored for achievements in growth, profitability and good management.

Danish Ensemble Gets Command Performance at WWMM

IDG WORLD UPDATE

THE IDG'EES LET LOOSE WITH ONE OF *their custom-designed ballads.*

Singing their way through such favorite tunes as "What a Computer World" (to the tune of "What a Wonderful World") and "I Heard It Through the E-mail" (to the tune of "I Heard It Through the Grapevine"), a group of talented IDG Denmark employees provided the after-dinner entertainment one evening during the IDG Worldwide Managers Meeting.

Known as The IDG'eeS, the group has been performing at IDG Denmark parties for the past few years. They had a gig at the European Manager's Meeting in Copenhagen this past June, which IDG Chairman **Pat McGovern** couldn't attend due to illness (one of the rare times McGovern has missed any kind of planned appearance). However, other IDG managers enjoyed the show so much they asked the group to come to San Francisco and perform again, this time as a surprise for McGovern and the rest of the managers.

"We were very grateful to get the opportunity," said *Computerworld Danmark* Editor **Torben Sørensen**. "Before the show in June we'd been kidding each other about being asked to go to the States, but none of us expected it to actually happen. So when the invitation came, we were honored but also very nervous as to whether we would be able to pull it off. This was, after all, probably the biggest event ever for us."

The IDG'eeS practiced intensely in the weeks before the managers meeting. As one of the IT-savviest singing groups around, the IDG'eeS did most of the planning for the trip and the show using a Lotus Notes discussion database, which came in handy since the members came from a number of different IDG Denmark departments.

Everything went according to plan, including the surprise for IDG's chairman. The group sang popular classics for which they had written their own lyrics (with an IT and/or IDG twist), accompanied by tambourine, guitar and drums. After the performance, the IDG'eeS got a taste of show biz, riding in a stretch limo for a tour of San Francisco and the vista overlooking the Golden Gate Bridge.

The group's next engagement is the IDG Denmark Christmas party. Although the IDG'eeS career highlight may be behind them now, the consensus among the members is that the group will continue, perhaps with a new member or two, united by their love of music, performance and camaraderie.

IDG WORLD UPDATE

(Left to right):* Kim Marquart**, *CW Danmark editorial;* ***Jesper Bove-Nielsen, *IDG Conference Group;* ***Finn Geisler***, *Tech World;* ***Stig Seberg-Sørensen***, *PC World;* ***Vibeke Kloth***, *CW Danmark sales;* ***Torben Sørensen***, *CW Danmark editorial. (Seated):* ***Morten Meilby***, *IS manager.*

"DEADLINE COME AND ME WANNA GO HOME"

(to the tune of Harry Belafonte's "Banana Boat Song")

One word, two words, three words, done!
Deadline come and me wanna go home!
One ad, two ads, three ads, sold!
Deadline come and me wanna go home!

NOTEWORTHY

PROMOTIONS

Laurie Morgan, former vice president of operations and administration at IDG Marketing Services, has been named senior vice president of Internet Product Development. Laurie will be the product manager for the new "IDG Newsstand" and will be responsible for the IDG Worldwide Web Advertising Network initiative. Said IMS President **Peter Horan**, "Laurie's intelligence, dedication and appreciation of 'the IDG way' made her the single best person to lead this effort."

Bill Binan has been promoted from national accounts analyst to senior national accounts analyst. "Bill has been invaluable in putting together contracts with IDG's largest customers such that IDG's share of business with these customers continues to grow," said **Andrew Hub**, director of operations. "He provides keen insights and helps coordinate IDG's vast resources during contract negotiations with customers."

NEW EMPLOYEES

Raymond Boggs has joined IDC as the director of the small business/home office programs. He was previously a vice president with Response Analysis in Princeton, N.J. and the director of Small Business and Home Office Research at BIS Strategic Decisions). Raymond has an M.A. in English and education from Brown University and an M.B.A. from Boston College. Outside the office, he plays the tuba in the Southeast Massachusetts Community Band.

Bill Manning has also signed on with IDC as a consulting manager. He has worked as an outside consultant doing project management. He has a B.A. in history from Albion College in Michigan. His interests include cross-country skiing and reading. Recently he helped build a 24-unit housing development as part of a co-housing community.

Nash Werner has been hired as assistant Web producer for PC Games. In this position, Nash will be writing and editing Web documents. He was an ICS major at the University of Hawaii. He enjoys graphic arts and poetry and has recently had several poems published in national compilations.

Elaine Starling has started at GamePro Media Group as the director of marketing. She was previously the director of industry marketing for Internet Profiles Corp. At GamePro Media, Elaine will provide all marketing strategy and efforts for the *GamePro* magazine, TV show and Web sites. She has a B.S. in advertising from the University of Texas at Austin. Outside the office, Elaine enjoys hiking, camping, kayaking, reading and sewing.

ODESSA GUEVARA

JAKHER

Satwant Jakher is the site manager for IS at IDG Books Worldwide in Foster City, Calif. He has a B.S. in electronics and communications and an M.A. in business administration. Satwant enjoys water colors and reading.

Diana Scarbrough has also signed on with IDG Books in Foster City as the online community events manager. Diana previously worked as a staff writer for The McKinley Group's *Magellan Internet Guide* writing reviews of Web sites. In her new position, Diana will be working toward building a community on the Dummies Web site through events such as promoting and coordinating chats with *For Dummies* authors. She has an M.A. in English and American literature from New York University and enjoys swimming, mountain biking and reading.

ODESSA GUEVARA

SCARBROUGH

Kerry Grady has joined CIO as an accounting assistant. She was previously a teller at Citizens Bank. She has a B.A. in business administration from Framingham State College and enjoys basketball, running and dancing.

STEVE STAMATES

EBMEYER

InfoWorld welcomes four new employees this week. **Kevin Ebmeyer** has joined the company as circulation manager. He has a finance degree from the University of Arizona.

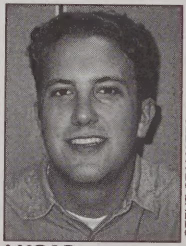
STEVE STAMATES

FORREST

Rose Marie Forrest is an advertising coordinator. She was previously a marketing coordinator at IBM. Rose Marie has a B.A. in communications from San Jose State University and enjoys playing tennis and jogging.

Cy Lucas has signed on as a sales associate. He was an account executive in sales at Impact Paper & Ink in Burlingame, Calif. He enjoys snowboarding, mountain biking, surfing the Internet, golf, tennis and running.

Sarah Jaquish has joined as an editorial assistant. She has a degree in English from Kalamazoo College and her interests include literature and film.


STEVE STAMATES

LUCAS

STEVE STAMATES

JAQUISH

TRANSFERS

Formerly a layout editor at *Network World*, **Lori Montemurro** has transferred to IPS in Boston as the assistant editor for *IDG World Update*. She has a B.A. in journalism from Lehigh University.

IDG WORLD UPDATE

MONTEMURRO

All IDG business units around the world are invited to send information for inclusion in this column. Please send your news to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Stephen Josselyn - IDC

THIRTEEN YEARS
Micaela de Almeida - IDG Hong Kong

TEN YEARS
John Watts - Computerworld
Ellen Cross - Computerworld

NINE YEARS
Lucinda Borovick - IDC

EIGHT YEARS
Charlie Bruno - Network World

SEVEN YEARS
Susan Frankle - IDC
Sandra Harrington - IDC
Ugur Geylani - IDG Turkey

SIX YEARS
Harriet Karas - IDC
Stephen McClure - IDC
Beverly Davis - Network World
Jorge Garrido - IDG Argentina
Fernando Garcia - IDG Spain

FIVE YEARS
Rosemary Trettel - IDC
Ali Akyuz - IDG Turkey
Eva Villalba - IDG Spain
Cristina de Hoyos - IDG Spain
Mar Cabanas - IDG Spain

FOUR YEARS
Tina Pescaro - CIO

THREE YEARS
Steven Cooper - IDC
Dana Gardner - InfoWorld
Kathie Schutte - IDG Books
Geoff Tan - IDG Singapore

TWO YEARS
Barbara Moskowitz - IDC/LINK
Pauline Chouinard - Network World
Michael Eadie - Network World
Beth Martinez Shultz - Network World
Bahattin Apak - MacWorld Turkey
Rodney Barnes - PC World
Paula Zahakos - Computerworld
Joan Olson - Computerworld
Cynthia Laird - CIO
James Ghirardi - IDG
Derek Stordahl - IDG Books
Nate Holdread - IDG Books
Pat O'Brien - IDG Books
Lise Ostergaard - IDG Denmark
Vic Abodara - IDG U.K.

ONE YEAR
Diane Elhilow - IDC
Julie Sheehan - IDC
Janis Dempsey - IDC
Victoria Lucas - IDC
Hillary DeMello - IDC
Barbara Irvine - IDC
Julie Buchheit - IDC
Heidi Creighton - Network World
Sandra Gittlen - Network World
Mary Beth Regan - Computerworld
Susan LePage - IDG Newsletters
Kellie Duncan - IDG Books
Leona Ching - Infotainment World
Lori Montemurro - IPS

Macworld Inaugurates Publishing Overview for Employees

The first Macworld Professional Publishing Program was held in San Francisco on Nov. 14 as part of the in-house Macworld Training and Development Program. The purpose of MP3 is to give newer employees an overview of the *Macworld*-specific publishing process from concept to completion including the interrelatedness of the various functions in producing the company's products.

The Macworld Training and Development Program was created in response to feedback from the 1996 IDG Employee Survey in which *Macworld* employees cited the need for more job and company-specific training opportunities.

MP3 was designed by **Shelly Ginenthal**, HR director, and **Marisa Chow**, employee relations manager. In-house experts were called on to share their expertise in the form of presentations on their functional area. Twenty-five *Macworld* employees attended the one-day program. Feedback from attendees was excellent — everyone wanted more!

ABOVE: *Twenty-five Macworld employees attended the first MP3 and gained a deeper understanding of the overall Macworld-specific publishing process.*

AT RIGHT: ***Anne Foley**, Macworld vice president/director of manufacturing, explains the finer points of the production process to attendees at the first MP3.*

CELEBRATING 10

Judd Aschenbrand

HOME: Norfolk, Mass.

JOINED IDG: August 1986 as research manager for *Computerworld*

CURRENT TITLE: VP of Research, IDG Research Services

MOST CHALLENGING PART OF YOUR JOB: Managing so many projects simultaneously and completing them close to on time.

LATEST ACCOMPLISHMENT: Coaching 7- and 8-year-olds in baseball and soccer and seeing them actually start to get it!

JOINED IDG BECAUSE: I was unemployed!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Both the constant and changing challenges of job tasks and the people I interact with.

INTERESTS OUTSIDE THE OFFICE: Spending time with Christopher, my 8-year-old son, and Danielle, my 15-year-old stepdaughter, golfing and canoeing.

MOST REWARDING THING YOU'VE EVER DONE: Be a dad.

DREAM DESTINATION: My home.

FANTASY JOB: Right fielder for the Boston Red Sox.

FOUR PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Moss Hart, Greta Saatchi, Arnold Palmer and my grandfather.

IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTS IDG *Research's **Judd Aschenbrand** to dinner at Boston's Ritz-Carlton in honor of Judd's 10 years of service to the company.*

BEST BOOK READ IN THE PAST YEAR: *In Search of History* by Theodore White.

YOUR IDEA OF A PERFECT WEEKEND: Every one I spend at home.

MANAGER'S PROFILE: "Judd has been very instrumental in IDG research's success in providing top quality research services to our clients. He has provided Computerworld with excellent research over the past 10 years, serving them with a true passion and dedication. Judd is a valuable asset to IDG Research in addition to being a real pleasure to work with."

*- **Kathy Dinneen**, president, IDG Research Services*

IDG WORLD UPDATE

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December 16, 1996

LICENSEES IN SRI LANKA, CROATIA AND LATVIA LAUNCH PUBLICATIONS
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ROCS '96 Hailed as Romania's Premier Expo

CEL MAI IMPORTANT
EVENIMENT IT
AL TOAMNEI 1996
ROCS '96
OCTOMBRIE 16 - 19
EXPO - CO
ORGANIZATOR
IDG ROMANIA
IDG
INTERNATIONAL DATA GROUP

IDG ROMANIA GENERAL MANAGER ***Mihaela Gorodcov*** *stands outside the entrance to the Romanian Computer Show.*

Critically acclaimed by the local IT industry to be the best exposition in the country, the second Romanian Computer Show (ROCS) drew 20,000 IT professionals to the World Trade

• CONTINUED PAGE 5 •

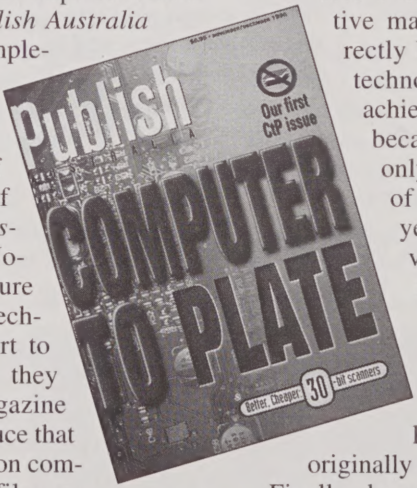
Publish Australia Takes the Computer-to-Plate Plunge

Impressive results have staff eager to give up film for good

IDG Communications in Australia has become the first publisher in the IDG family to produce an all-digital, mixed-content commercial magazine using Computer-to-Plate (CtP) technology. And the results have so impressed all involved that the *Publish Australia* team is eager to implement regular CtP production as soon as possible.

The cover story of the second edition of the new *Publish Australia*, released in November, was a feature on direct-to-plate technologies. In an effort to practice what they preached, the magazine staff decided to produce that issue of the publication completely from digital files, using no film whatsoever in its production.

According to *Publish Australia* Publisher **Robert Wells**, several factors influenced the decision to go "live" with CtP. First, the technology was available. The prepress house affiliated with the printer that produces *Publish Australia* had recently installed a new Creo 3244 Platesetter, a system that won an IMPACT Award this year from *Publish* U.S. They were eager to make Australian publishing history by harnessing it to produce the country's first fully CtP magazine.



Second, it made good marketing sense. *Publish Australia* was launched into a small but highly competitive market, and the staff correctly believed embracing CtP technology would help them achieve a strong profile. Also, because the company was only producing two editions of *Publish Australia* this year at eight-week intervals, their deadlines were flexible enough to risk the experiment. As it turned out, this flexibility was crucial as the magazine did take longer to produce than originally estimated.

Finally, because the prepress house was also embarking on the unknown, it guaranteed that IDG's costs would not exceed normal expenses for film production. Previously, the publication had only been responsible for editorial film costs, and advertisers bore their own film expenses. CtP means publishers now face the make-ready costs of Raster Image Processing (or "RIPing") the entire magazine, and this will need to be con-

• CONTINUED PAGE 4 •

IN BRIEF

Network World PR Manager Offers Tips for an Effective Interactive Web Campaign

Gone are the days of mass mailings and glossy press kits. Today, an effective PR campaign must take full advantage of high-speed computer and communications technologies with a particular emphasis on the Web. So says *Network World* PR Manager **Heidi Creighton** in an article penned for well-known PR industry newsletter, *Ragan's Interactive PR* (Dec. 1).

Creighton's six-step plan for integrating a public relations effort on the Web comprises the following suggestions:

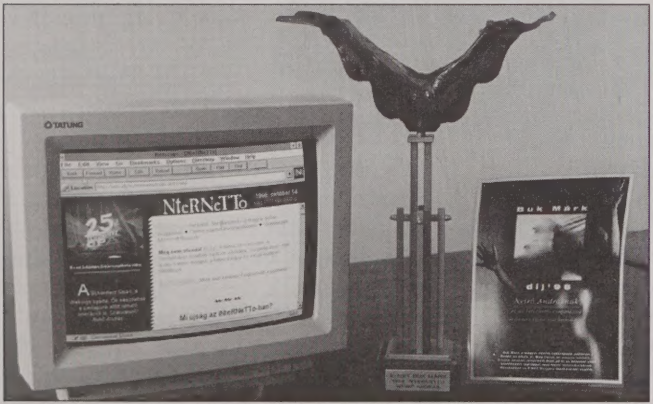
1. Develop tailored e-mail media lists.
2. Design a "press release" or "company news" page.
3. Issue major news releases over the newswire.
4. Fast-fax press releases and media advisories.
5. Publish your URL<www.yourcompany.com> everywhere.
6. Subscribe to a Web clipping service.

Although written with high-tech PR professionals in mind, Creighton's suggestions are relevent for PR professionals in any industry who are interested in leveraging the Web for communications.

The full text of Creighton's article is available in this week's online version of *IDG World Update*, which is accessible via IDG Central on either Lotus Notes or the Web.

If you need a password, send an e-mail with your name and business unit to globalcomm@idg.com. Or you may contact Heidi Creighton at: hcreight@nww.com.

IDG Hungary Web Site Wins Award from Access Providers



THIS PAST OCTOBER, IDG HUNGARY'S WEBZINE, INTERNETTO, *(http://www.idg.hu/internetto) won the "Buk Mark of the Year" award, as voted by local Internet access providers, as the No. 1 Hungarian Web site.* ***Andras Nyiro****, editor-in-chief of Internetto, won a special trophy for media excellence.*

Licensees Launch Titles in Sri Lanka, Croatia and Latvia

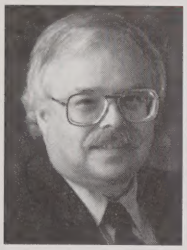
IDG WORLD UPDATE PHOTOS

THE SEPTEMBER LAUNCH OF INFOLINK/PC WORLD, IDG'S *first title in Sri Lanka, included the traditional Sri Lankan ceremony for any new venture or special event: lighting a brass oil lamp to chase away evil spirits. (Left to right):* ***Tim Clarke****, vice president of licensing for IDG International Publishing Services, lights the cotton wick under the watchful eyes of the Hon. Kingsley T. Wickramaratne, minister of Trade, Commerce and Food; the Hon. Bernard Soysa, minister of Science, Technology & Human Resources Development; and* ***Zarook Marikkar****, managing director of Interlink Publications. The local PC World title appears monthly with a circulation of 4,500.*

STAFF FROM ZNAK PUBLISHING LTD., IDG'S PUBLISHING *licensee in Croatia, display a copy of Computerworld Hrvatska, which debuted this month. (Left to right):* ***Srdan Gulic****, director;* ***Ivica Prevarek****, editor-in-chief;* ***Mladen Majdak****, editorial director. The local CW title, published biweekly with a circulation of 8,000, distinguishes itself from 10 competitors by being the only title to appear more frequently than monthly.*

DR. MARA JAKOBSONE *(right), president of IDG licensee DT Media Group, joins one of the more than 50 prominent members of the Latvian IT community who attended the October launch event for Dator Pasuale/PC World. IDG's first title in the country has a print run of 5,000 and a pass-along readership of 25,000.*

ON LINE



JOE LEVY

The president of CIO Communications is this week's guest columnist. Part 1 of his column appeared Dec. 9.

Q What are the biggest challenges facing you and/or your company in the months ahead?

A The first quarter of FY97 will be great. I see some of the traditional weakness in the second quarter (January to March) as advertisers go through their fire the agency/no budget yet/fire the VP Marketing/fire anybody/reorganize/new creative/new target ritual. As a result, we will control expenses very carefully in case of any revenue shortfall. We will make our plan this year. Nothing will stand in our way!

What kinds of cooperative relationships do you have with other IDG or IDC offices?

We pay for IDC research even though we get Gartner, Meta and Forrester for free. You can see whose information we value the most.

I guess you can say that *CIO* is a junior member of the IDG Enterprise World group of publications (*Computerworld, InfoWorld, NetworkWorld*).

I value greatly the outside members of CIO's board — Frank Gens (IDC), Colin Ungaro (NW) and Jim Casella — for their advice, support and wisdom. I also appreciate serving on the boards of IDG Marketing Services, Internet Commerce Expo, Network World, PC World, Publish and The Web. It's a great way to share best practices and learn from your peers.

One of the greatest things about IDG (in addition to the beloved ESOP) is that, even with our decentralized culture, I have always found all IDGers around the world to be most cooperative whenever I'd have a question or need some help in a particular situation. It's this spirit of cooperation and friendship that makes IDG a winner.

Can you name three things that characterize life at CIO?

1. Never ask permission, just forgiveness.
2. We never close.
3. Make our plan. SELL!! SELL!! SELL!!

As a longtime IDG employee, can you share an anecdote from days past?

In the early '70s as IDC's Eastern region sales director, I was trying to sell IDC's research services to Potter Instruments without much success. I couldn't get an appointment with the market research manager, or the director of marketing or the VP of marketing. Not being one who gives up easily, I called George Potter's (the CEO) office. Naturally, I never spoke to George, but I told his secretary that our president, Mr. McGovern, would love to meet him and share his views on the state of the industry.

I got my appointment, and two weeks later Pat and I (those were the days when Pat had more time to go on sales calls) drove up to Potter Instruments. We couldn't believe the reception we got: most of the employees were waiting in the driveway to greet us. We were escorted into the boardroom. A few minutes later Mr. Potter walks in, takes a look at Pat and says, "You're not George McGovern" (who happened to be the U.S. presidential candidate that year), turns around and leaves, never to be seen again.

Apparently George's secretary got the message wrong or at least mixed up her McGoverns. Needless to say, I didn't make a sale that day, but Pat didn't fire me either (so the day was somewhat successful). Eventually Potter Instruments did become a good customer, because I never gave up.

Today at CIO, one of my sales force's greatest weapons to help convince stubborn prospects to buy is just one statement, "I promise that if you buy from me, Joe Levy will never try to sell you anything." It works! I guess I've developed a reputation over the past 25 years.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Pat McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? Submit your questions by fax, e-mail or the coupon below. Questions will be passed along anonymously.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

COMPUTER-TO-PLATE

continued from page 1

sidered in future ad rate negotiations, Wells said.

Computer-to-Plate printing is a recent innovation but it isn't entirely new. Several systems exist that can handle single output files that are terabytes in size. A 50- or 60-page commercial catalog from, say, a department store can be created and run in one hit. Controlled short-run jobs like that have been tried and proven already.

But a mixed-content publication hadn't been tried in Australia. Mixed-content is the combination of editorial materials from different sources (from overseas as well as stories generated locally) with advertising artwork supplied as film-ready digital files and accompanied by an acceptable color proof — even a color inkjet print of the ad is acceptable. These digital files from various sources of origin are combined at the prepress house and imposed by the computer in the correct forms to run on the press, but then the system directly generates thermal plates for the press, skipping the analog film stage.

The editorial content of *Publish Australia* is produced by contractor IF Publishing Partners, led by Osmund Iversen, previously editor-in-chief of *Australian Macworld* until he formed his own communications company in May of this year. IF's editors and designers adapted articles from *Publish* and generated their own stories, supplying their digital files complete on CD-ROMs to the prepress house. The editorial content, provided from a single source working closely with the production house, proved to be almost a dream run.

Advertising still poses challenges

The advertising side was another story. As most prepress houses well know, many clients supply digital files for film output that are imperfect in some way. All of the required fonts may not be present, not all fonts are compatible with other systems reading them, perhaps only screen images are provided instead of the entire art file needed for high-resolution output — the list is endless. When many independent film houses work with their clients to correct these deficiencies and still make a publisher's deadlines, most things arrive correct and on time.

In this CtP process, all advertising artwork was sent to *Publish Australia* staff to check and forward to a single prepress house. These two groups had to handle the corrective work normally performed by the film house. "And this took time, more than we could afford in a normal month's production cycle," Wells said. "How to effectively handle the advertising side of CtP production needs refining before we can reliably continue with CtP on a monthly cycle."

> *"The dilemma for publishers is that while they may 'train' their regular advertisers and ad agencies to supply production-quality artwork, there is no way of anticipating who next month's advertiser will be. A single faulty ad will hold up an entire print run."*
>
> **Osmund Iversen**

"From an editorial point of view, working with CtP was a thoroughly gratifying experience," Iversen said. "Because CtP significantly shortens the prepress cycle, any error discovered at this stage becomes time critical as last-minute corrections can be very costly. Therefore, we did implement stricter control over file preparation and sub-editing."

Despite the potential time savings afforded by CtP, production on this issue did take longer than normal. "This delay, however, came entirely on the advertising side," Iversen noted. "To achieve a monthly production run under CtP, a publication must expect to implement close production control over incoming ad material, a function many publishers have not traditionally had to handle. Qualified production staff must be in charge of the advertising material, because we expect errors generated at the agency level to continue for a long time yet. The dilemma for publishers is that while they may 'train' their regular advertisers and ad agencies to supply production-quality artwork, there is no way of anticipating who next month's advertiser will be. A single faulty ad will hold up an entire print run — and in our case, a string of them did so."

The printed results? "Brilliant, an excellent result, much better than anticipated, and our expectations were high," Wells noted. "I was amazed at the clarity, the smooth continuous tones, the color vibrancy and fidelity, the accurate registration. The smallest elements, which normally dissolve in a sea of dots under magnification, could be easily read using a magnifying glass. Our printer is delighted and is using this edition of *Publish Australia* as a marketing tool. They've even submitted it for judging in the Australian Printer Association's Awards for 1996."

A number of the publication's advertisers have called to say how pleased they are with the results, and Wells said he expects they will soon be insisting on this kind of quality output on a regular basis.

Wells said he anticipates that CtP publishing will bring time and cost savings as well as outstanding reproduction quality on long-run print jobs. For example, eliminating the need for analog film should shorten the time needed to deliver new ads or change existing artwork, and shorten production time at the press. CtP should lessen downtime at the press due to replacing damaged plates, because new plates can be generated within minutes; and ads in split-run publications can be changed easily to accommodate substitutions or regionalized versions of ads. The layout of the publication can be altered relatively quickly, even at the press. And eventually, advertisers will be able to deliver their digital artwork directly to the press via ISDN lines.

Thanks to Robert Wells, publisher, Publish Australia, for submitting this article.

Job Opportunities
Monday, December 16, 1996

Sales Associate (CW)
The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Selected candidates responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Associate Analyst, Semiconductors (IDC)
In this entry level position, the associate analyst will organize and maintain a large database with inputs from a number of sources and will be responsible for the reconciling of all this data. As time permits, s/he will work to gain knowledge and monitor a subsegment of the semiconductor industry. The ideal candidate will be bright, motivated, a fast learner and a self starter. S/he will be detail oriented, proficient with spreadsheets (Excel preferred) and word processing software, as well as an excellent writer and communicator. This individual does not need to have prior knowledge of IT or semiconductor technology or markets, but must be eager and willing to learn. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Human Resources Assistant (IDG)
IDG's Human Resources Services Division is seeking an energetic, creative and highly motivated individual to handle administrative responsibilities. The individual in this position will be responsible for responding to employee requests for information, posting and tracking recruitment activity, distribution of benefits material, administration of business unit specific benefits, report writing, and special projects. The ideal candidate will have 1+ year of administrative experience in a corporate environment, a college degree, and a strong interest in human resources. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Packaging Assistant (IDG/B)
The Packaging Assistant's role is to coordinate the daily trafficking of Dummies covers and to supply cover art for sales conferences and other departments on an "as needed" basis. Responsibilities include routing covers, proofreading, copy editing, generating weekly schedules and giving input regarding design, marketability and text readability. Candidates need to possess strong communications, proofreading, and copy editing skills as well as a good knowledge of the English language. Must be able to work under deadlines and juggle multiple projects. Microsoft Word, QuarkXPress marketing experience a plus.
Location: Foster City, CA
Contact: P.Levenduski, Fax: 415-655-3206, Phone: 415-655-3015,Email: plevenduski@idgbooks.com

Packaging/Graphics Coordinator (IDG/B)
Must have a good sense of design to create and implement promotional and collateral pieces. Must be detail oriented with excellent communication skills and a proven track record of handling multiple tasks as well as good proofreading skills. Proficiency with QuarkXPress, Illustrator, Photoshop, Freehand and 4/c process. At least 2 years experience in creative setting necessary and related to the design process described. This job is in the ...For Dummies group. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Publicist, Dummies Group (IDG/B)
A creative and media savvy publicist is needed with excellent writing skills, comfortable with technical and general topics and is able to work under demanding deadline schedules. Must be an excellent communicator and team player who possess excellent organizational skills. At least 2 years experience as a publicist/events coordinator is necessary. Journalism background a plus.
Location: Foster City, CA
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Foreign Rights Assistant (IDG/B)
The selected candidate will handle a broad range of foreign rights requests and maintain/update departmental information. This will include backing-out texts for foreign rights/editorial requests; maintaining a customer database; and acting as the principal liaison with overseas package delivery/shipping companies and our International Sales office. Applicants must possess strong organizational/prioritizing skills, the ability to thrive in a deadline driven environment and the technical background to use a variety of software and media in Macintosh environment. ***Location: Indianapolis, IN***
Contact:J.Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

International Research Analyst-P/T (20 hrs) (IDG/IMS)
As a member of the IDG Marketing Services team, this analyst will play a critical role in demonstrating to clients IDG's global expertise in technology marketing. The analyst will support IMS sales and management by providing international IT knowledge - including tracking technology and marketing trends in foreign markets, designing and coordinating global brand studies, creating market research presentations and responding to client inquiries. Qualified candidates will have 2-3 years experience in market research. Strong customer satisfaction orientation, highly motivated self-starters who thrive in a fast-paced environment desired. International work experience and languages are a definite plus. ***Location: San Francisco, CA***
Contact: P.Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Munich Correspondent (IPS)
IDG's daily electronic news service is seeking and experienced, high-energy reporter to cover key European IT markets from our bureau in Munich. Wide ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with a uniquely global perspective. The ideal candidate has recent daily and/or weekly news reporting experience and a good command of AP-style news writing, is fluent in German and has a broad understanding of the worldwide computer and communications industries. Specific knowledge of the European markets is preferred as is experience or familiarity with IDG's weekly newspapers and monthly magazines. Command of other European languages is also a plus, as well as strong computer skills and experience using a notebook PC in remote computing environment. ***Location: Munich, Germany***
Contact: P. Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Licensing Administration and Support Manager (IPS)
IPS is seeking a Licensing Administration and Support Manager. In this position you will provide customer support to IDG publishing partners in 45 countries. You will oversee licensee revenue reporting, monitor royalty collection and assist with license royalty invoicing, revenue offsetting, and reconciliation with IDG Accounting. Together with the VP of Licensing and IDG's global product support centers you will be responsible for providing ongoing customer support to licensees (with specific responsibilities coordinated with the PC World Global Product Support Center). In these areas, you will serve as licensees' primary contact point within IDG. You may also assist in prospecting for new licensees. IDG's ever growing portfolio of licensing relationships requires constant interaction with other IDG business units. Responsibilities will include some administrative support for the VP of Licensing. The ideal candidate will possess a college degree, strong computer skills and a minimum of 2-3 years business experience. ***Location: Boston, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

IS Support Specialist (IPS)
International Publishing Services is looking for a Support Specialist to handle all standard hardware and software purchasing, installation, support, tracking and maintenance. The Support Specialist will provide front-line support to all IPS users: including answering "how-to" questions for standard applications, troubleshooting hardware, and referring users to third party support sources. Responsibilities will also include, performing informal training for end-users on standard software tools, developing tip sheets and "how-to" guides, investigating new technologies, researching and recommending new products and procedures to improve and expand IPS operations. The ideal candidate will possess excellent organizational, interpersonal, and communication skills. Experience should include two years of PC and Macintosh hardware support as well as experience supporting Windows 3.11, Windows 95, Lotus Notes, Microsoft Office, Netscape Navigator and Compuserve. Exposure to Netware, Os/2, Windows NT, TCP/IP is also preferred. ***Location: Boston, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Senior Design Associate (MAC)
The candidate for this position will design editorial content according to specifications that have been determined. He/she will manage assigned work coordinating with editorial, copy edit, and editorial production. Candidates must have fluency in QuarkXPress, Photoshop, and either Illustrator or Freehand. He/she must be well organized, meticulous about details and deadlines and have a minimum of 3 years of four-color editorial design experience. ***Location: San Francisco, CA***
Contact: L.Barton, Fax: 415-442-0766, Phone: 415-978-3328, Email: leslie_barton@macworld.com

Circulation Assistant (PCW)
To track expenses of department and assist Circulation Business Manager with monthly financial deadlines. To coordinate the distribution of PC World. To provide general assistance to the Circulation Renewal and Billing Manager and the Circulation Business Manager as they execute promotion projects. Experience with spreadsheet design and analysis on the PC preferably using Excel. Must possess basic knowledge of magazine circulation fulfillment. Prior experience in a publishing or advertising environment helpful. ***Location: San Francisco, CA***
Contact: D. Cobb, Fax: 415-442-1891, Phone: 415-987-3255, Email: david_cobb@pcworld.com

Manager of Online Design (PCW/Online)
The individual will lead the Online design team in developing and enriching the look and feel of our online presence, and will contribute heavily to new Internet products under development. Must be extremely detail-oriented, highly creative and work well with on tight deadlines. Technical aptitude and ability to quickly pick up new skills is a must; experience with Java, Javascript, Shockwave, and ActiveX highly desirable. Familiarity with the publishing on alternative online media (America Online, PointCast, BackWeb, etc.) a big plus as well. ***Location: San Francisco, CA***
Contact: A. Block, Fax: 415-442-1891, Phone: 415-975-2640, Email: adam_block@pcworld.com

Circulation Promotion Manager (PCW/WEB Magazine)
This position has direct responsibility for all aspects of THE WEB MAGAZINE's new business subscription promotions, including direct mail, insert cards, subscription agents, card-in-the-box, on-line, etc. The ideal candidate will be responsible for creative, print production, and response forecasting and analysis. Also responsible for all aspects of premiums, including inventory management and fulfillment. Prepare monthly financial reporting, including reforecasts and estimates.
Location: San Francisco, CA
Contact: E.Di Matteo, Fax: 415-442-1891, Phone: 415-987-3107, Email: ellen_dimatteo@pcworld.com

Fulfillment Manager (PCW/WEB Magazine)
Manage an entire fulfillment process for THE WEB MAGAZINE, including billing, premium, and renewal updates, monthly print orders, weekly magazine inventory tracking, and expense tracking and management. Prepare monthly financial reporting including estimates and reforecasts. Develop and implement renewal and billing testing strategies. Assist Circulation Business Manager with the preparation of ABC publisher statements and audits. Qualified candidate should have 2 to 5 years experience in magazine circulation, strong analytical skills, and proficiency with Microsoft Word and Excel. ***Location: San Francisco, CA***
Contact: D. Cobb, Fax: 415-442-1891, Phone: 415-987-3255, Email: david_cobb@pcworld.com

Sales Associate (Web)
The individual will support the WPI sales staff in all administrative areas of online Web sales including customer services. To work as a team member with the Account Managers prospecting and researching advertising clients. Individual must have 2 years experience in administrative support in a publishing or media sales organization. Working knowledge of Word, Excel, FileMaker, and Quark. Familiarity with the Internet and the computer marketplace a plus. Must be organized, detail oriented and must possess excellent written and verbal communication skills. Must be able to respond to and prioritize multi-tasks in a fast paced environment. ***Location: San Francisco, CA***
Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: Colette@wpi.com

For a complete list of job opportunities, see the IDG Home Page at www.idg.com!

Look for the next complete list of job opportunities across IDG on Monday, December 30, 1996

IDG CORPORATE BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate Boviard STAR Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are presented twice a year at the IDG Holiday Luncheon in January and at the IDG Corporate Picnic in July. Up to three awards are given each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR award selection committee.

- IDG Corporate Accounting
- IDG Corporate Support Center: (Chairman's Office, President's Office)
- IDG Marketing Services
- IDG Corporate Credit
- IDG Corporate Finance
- IDG Corporate Tax & Legal
- IDG Human Resources
- IDG Information Services
- IDG List Services
- IDG Research Services
- IDG International Publishing Services: (G&A, Licensing, IDG News Service, *IDG World Update)*

Please use the nomination form on the reverse side to nominate an IDG corporate employee who has provided exemplary service, teamwork and results for your operating unit. Corporate IDG employees may nominate other corporate IDG employees for this award. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** Award winner will receive a cash prize as well as a star-shaped crystal paperweight. Plaques bearing the names of all corporate IDG **STARs** will be displayed in the lobby at 5 Speen Street in Framingham, Mass.

Nominations must be submitted by Jan. 10, 1997.
Please use the form on the reverse side.

BOVIARD STAR AWARD PROGRAM

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Holiday Luncheon in January.

EMPLOYEE NAME: ____________________

TITLE: ____________________

DEPARTMENT: ____________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY: ____________________ DATE: ____________

All nominations must be submitted by Jan. 10, 1997.
Send nominations to Molly Higgins, IDG Human Resources, 5 Speen Street, Framingham, Mass. 01701, via mail, interoffice mail or fax: 508-935-4600.

U.S. Monthlies Gear Up to Go Filmless

PC World, Macworld and _Publish_ have been readying their production departments for the CtP switch

Publish Australia's recent successful foray into Computer-to-Plate publishing will almost certainly be repeated by other IDG publishers in the coming months. Three U.S. publications that are already well along the road to CtP are *PC World*, *Macworld* and *Publish*, which share a joint printing contract with Brown Printing in Waseca, Minn.

True Computer-to-Plate technology means that both ad artwork and editorial content are created in a digital format and remain in that digital format until the printing plate is imaged. No film is used in the plate-making process. At *Macworld*, preparations to adopt this technology began in 1994 when the staff converted its Shopper section to digital ads and began electronically creating the pages that had previously been stripped by hand at a local service bureau.

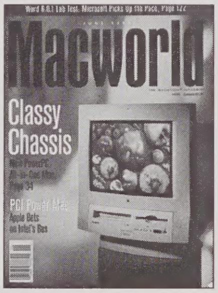
"Since then, we have made steady progress converting other sections of the magazine to digital files," said **Anne Foley**, *Macworld* vice president/manufacturing. "Currently more than 70% of the book is ready to take advantage of Computer-to-Plate, and our staff is expert on all of the functions that used to take place at an outside service bureau."

Some advertisers slow to sign on

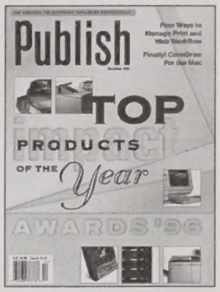
Although a number of large advertisers including Epson, Fujitsu, Claris, Connectix and Apple have begun supplying ads in digital format, many of the large agencies are still hesitant to convert. "Much of the hesitation is due to their not being comfortable with digital proofs pulled from digital files," Foley said, adding that they prefer film and a match print.

"However, at one time match prints were not widely accepted because they were new and people were comfortable with progressive proofs. It is a matter of evolution and people becoming more comfortable with and accepting of the new technology," she said.

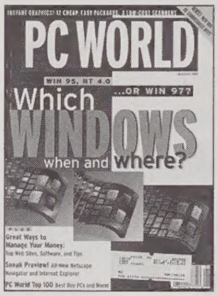
A lack of a color standard for digital material is also slowing acceptance of CtP conversion in the advertising community, according to **Linda Manes Goodwin**, *PC World* vice president/manufacturing. "Agencies are afraid they will loose control. Also, without a standard file format there is great concern that data can be altered or simply get corrupted," she said.



Although *Publish* began preparing for the eventual adoption of CtP technology back in 1993 when film stripping was eliminated from the Marketplace section, Publisher **Gene Gable** said his staff still sees no compelling economic advantage to wholesale CtP production at this time. "Because of our relatively smaller size and tighter ad close dates, the rush to CtP is less compelling, but from a technology standpoint, we're ready as soon as it makes economic sense," he said.



PC World began pushing its printer to adopt Computer-to-Plate printing technology over a year ago and expects that capability to be fully functional by March 1997. In the interim, *PC World* has adopted Computer-to-Film technology, which provides many of the same benefits of CtP and has allowed the publication to reduce editorial lead time by one week.



In addition, *PCW* has reduced the cost of producing an editorial page by approximately 60%. These time and money savings are the result of bringing in-house the functions a service bureau used to provide such as postscripting, RIPping pages, pulling digital proofs and transmitting data.

To date, *PC World's* Marketplace and Index sections as well as 15% of its editorial package have been converted to Computer-to-Film production. By adding approximately 10 pages per month, the entire editorial package will be processed in this manner by the end of the fiscal year, according to Goodwin.

"In the spring, we will do a mass mailing to our run-of-book advertisers telling them of our intention to go CtP and soliciting their participation. Our first goal is to get RIPed files rather than applications because if the file is ripped the datea cannot be altered. However, if that is not possible, we will accept a limited number of applications," Goodwin said.

As soon as the printer has the CtP equipment in place *PC World* plans to begin testing it with the Marketplace section, she noted.

ROCS

continued from page 1

Center in Bucharest Oct. 16-19.

Show organizer IDG Romania sold every booth space available, and some would-be exhibitors had to be turned away. Vendor demand to be part of the show was so strong that exhibitors gladly paid fees equivalent to what they would pay at the CeBIT show in Germany. As a result, net revenues were almost double those of the '95 event.

Highlights of the show included 22 conferences with 4,500 high-level, invitation-only participants; the first Internet Cafe (with free Internet access) at an IT show in Romania; and the official Romanian debut of two software companies, Magic Software and Infro, a French-Romanian joint venture.

Due to client interest, next year's exhibition will be split into two parts, with telecommunications to be the focus of ROCS-COM (March 6-8, 1997) and the traditional broad-based ROCS to be held Oct. 15-18, 1997.

NOTEWORTHY

PROMOTIONS

Robyn Damiani, formerly a sales associate with *InfoWorld*, has been named account representative for *PC World* in the Rochelle Park, N.J. office. Robyn will be responsible for selling new business for the East and Midwest regions. "This is a critical position for *PC World*'s success," said **Bob Ostrow**, Eastern advertising director. "Robyn has the eagerness and winning attitude required to succeed in this position."

Joy Ma, formerly assistant managing editor, has been promoted to managing editor of *PC Games.* "Joy's organization, planning, flexibility and ability to juggle multiple tasks at once — not to mention enforce deadlines — are invaluable to the *PC Games* staff each month," Editor **Steve Klett** said. "This promotion is richly deserved."

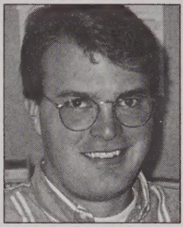
PC Games' **Rob Smith** has been promoted to senior reviews editor and is taking over the monthly game review planning, assignment and editing. Editor Steve Klett said, "Since joining us this spring, Rob has gone far above the call of duty and has done much in a short amount of time to help improve *PC Games.*"

Charlotte Trim, formerly at international sales manager at IMS in Paris, has been promoted to director of international accounts and will be based in Framingham. "Charlotte is an invaluable addition to our team in the U.S.," said Managing Director/International **Frank Cutitta**. "Her product knowledge and familiarity with IDG's internal workings enables her to come in with a skill set that ensures our publications of first-class representation from day one."

IDC's **Lauri Jones** has been promoted to director of regional studies, Latin America Research. "Lauri's reputation for teamwork, project leadership and strategic insight is extremely strong among IDC management, sales and international group staff," said **Paul Pastrone**, vice president, Latin America Research. "For business development savvy and attention to local issues, IDC's country partners have constantly reminded me of how much they rely on Lauri and appreciate her dedication."

NEW EMPLOYEES

InfoWorld welcomes four new employees. **Eric Hammond** has started as a technology analyst. Eric was previously a consultant with Ciber, Inc.



STEVE STAMATES

HAMMOND

Lynda Radosevich, previously a high-tech freelance writer, is a senior editor writing about developments in Web browsers and Web authoring tools. She also previously worked as a senior writer at *Computerworld.*

Robert Ervin joins the weekly as a copy editor. He previously worked as an MIS administrator at Cornish & Carey Residential Real Estate. He has a B.A. in English from the University of California at Davis and enjoys athletics, creative writing and traveling.

Sarah Varney is a senior editor for Networking Products Demographic. She most recently was the West Coast bureau chief for *Datamation Magazine.* Sarah has a degree in journalism from the University of Missouri and enjoys tennis.

STEVE STAMATES

VARNEY

Randy Braun, who has worked as a temporary desktop publisher for IDC since April, has joined the company's publications department as a desktop publishing specialist. Randy will be formatting and proofing documents. He has a B.A. in sociology from the University of California at Los Angeles and performs stand-up and sketch comedy outside the office.

Yuliya Korentsvit has been hired as an advertising information assistant with *PC World.* She previously worked as a staff accountant at Robert L. Cloud & Associates, Inc. in Berkeley, Calif. Yuliya has an accounting diploma from Heald Business College in California.

Based in Paris, **Joy Dietrich** has joined the IDG News Service as a copy editor. Formerly the managing editor of Hugo Buchser S.A. in Geneva, Switzerland, Joy has an international relations degree from Miami University of Oxford, Ohio. She enjoys photography, traveling and is a cinema aficionada.

Teresa Drenth has signed on with IDG Books in Indianapolis as a project editor. She worked previously as a management consultant with The Ergonomics Group. Teresa has a B.S. in industrial engineering from the University of Tennessee and a B.A. in English/creative writing from Indiana University. She teaches journalism at Franklin Community High School and recently helped the students produce their first newspaper.

Formerly a *Middlesex News* columnist, **Paul McNamara** joins *Network World* as a senior writer covering groupware and messaging. He has a B.S. in journalism from Northeastern University. Paul is a literacy tutor and a Patriots season-ticket holder.

Having worked part time at IDG Research Services since May, **Alberta Minkovitz** has joined the company full time as a research assistant/advertising analysis assistant. Alberta has a B.S. in education from Framingham State College. She has been a professional figure skating instructor for the past 27 years and coaches two ice skating teams. Her adult team came in second place at the Nationals last spring.

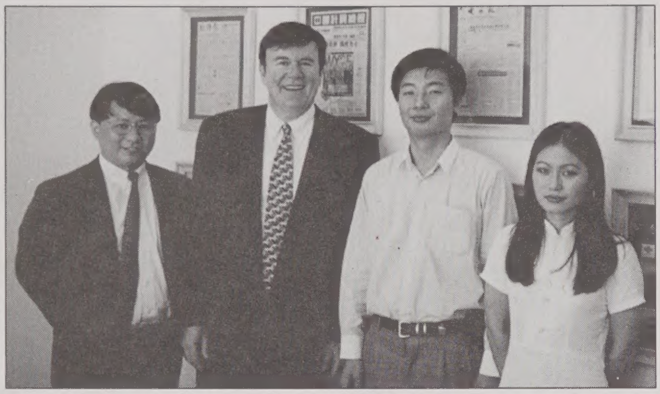
TRANSFERS

Jennifer Bayon, formerly licensing administrator for IDG International Publishing Services, has accepted the position of international sales associate at International Marketing Services in Framingham. A two-year IDG employee who is fluent in Spanish, Jennifer has a B.A. in Hispanic studies and economics from Connecticut College.

IDG WORLD UPDATE

BAYON

McGovern Visits IDG China Offices and Partners



HUGO SHONG, MANAGING DIRECTOR OF IDG ASIA *Business Development (left), accompanies* ***Pat McGovern*** *on a visit to the IDG Shanghai office. Greeting them were General Manager* ***Jiang Nanchun*** *(second from right) and translator Yan Yang.*

PAT McGOVERN PAID A COURTESY VISIT TO THE CHIEF *minister of the Ministry of Central Propaganda in Beijing, whose office must approve every publication in China. Attending the meeting were (left to right):* ***Jennifer Xu****, IDG China assistant; Gao Minguang, deputy director general of the State Press Administration; Yu Yongzhan, director of the Press and Publication Bureau; Di Guangen, minister of Central Propaganda; McGovern; Dang Nian, vice minister of the State Science and Technology Commission and Deng Xiaoping's daughter;* ***Hugo Shong; Quan Zhou****, managing director of IDG's Pacific Technology Ventures/China.*

IDG Chairman **Pat McGovern**'s visit to China in September included a visit to IDG's first office in Shanghai, which opened this fall. One of the office's missions is to assist multinational clients with conferences, and in October the group helped Hewlett-Packard with a seminar for 2,400 attendees. The office will also produce trade shows in conjunction with IDG World Expo/Asia and sell ads in Shanghai for *China Computerworld.*

McGovern also attended the IDG World Celebrity Series in Beijing, in which dance and percussion groups performed for an audience of 2,000 clients, high-ranking government ministers, VIPs from IDG's Chinese joint venture partners, employees and students from art and IT programs. McGovern established the series in 1994 to celebrate the communication power of music, identify young artists and sponsor performances in the artists' native countries.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Steven Brown - InfoWorld
Rick Ciliberto - Computerworld

THIRTEEN YEARS
George Clark - Macworld

TEN YEARS
Debra Guilfoyle - InfoWorld

NINE YEARS
Marie Bohner - Computerworld

EIGHT YEARS
Piero Todorovich - IDG Italy

SEVEN YEARS
Anne Kaliczak - InfoWorld
Ann Kremers - PC World
Stephanie McCann - Computerworld

SIX YEARS
Karen Lesko - Computerworld

FIVE YEARS
Guadalupe Trinidad - IDC Mexico
Laura Wonnacott - InfoWorld
Donna Deuell - InfoWorld
Isabelle Kane - Computerworld
Elisabeth Kowalski - Computerworld
Lesieli Friesen - Infotainment World
Mauro Calderara - IDG Italy
Ewa Budziszewska - IDG Poland

FOUR YEARS
Cindy Zuck - InfoWorld
Mitsue Kusama - IDG Japan

THREE YEARS
Dana Gardner - InfoWorld
Denise Hui - Computerworld
Anne Stuart - CIO
Judith Shapiro - ICE

TWO YEARS
Kara Murphy - InfoWorld
Barbara Stewart - Network World
Ann Malloy - Computerworld
Michelle Vittori - IDG
Sarah Desmarias - IDG
Elizabeth Nichols - IDG
Sara McGarry - CIO
Dora Cuellar - IDG Latin America
Dan Zhu - IDG Asia Bus. Devel.
Jose Fernandez - IDG Spain
David Rodriguez - IDG Spain

ONE YEAR
David Pellegrini - InfoWorld
Terry Goin - InfoWorld
John McArthur - IDC
Tracie Brown - Computerworld
Patrick Faucher - Computerworld
John Helmus - IDG Books
Todd Klemme - IDG Books
Corey Cohen - PC Games

CELEBRATING 10

Janet Glynn

HOME: Natick, Mass.

JOINED IDG: September 1986 as a tearsheeter

CURRENT TITLE: Supervisor of tearsheeting

BEST PART OF YOUR JOB: Accomplishment of projects done on time and correctly!

CAREER HIGHLIGHT: Having dinner with Pat McGovern and my co-workers.

JOINED IDG BECAUSE: The accounting department needed help stuffing envelopes.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The people, the fun and the challenges.

INTERESTS OUTSIDE THE OFFICE: Grandchildren, soccer, football, basketball and cooking.

MOST REWARDING THING YOU'VE EVER DONE? Made a family and kept all of us together.

DREAM DESTINATION: Australia

FANTASY JOB: Helicopter pilot

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Bobby Orr, Pat McGovern, Barbra Streisand, John Grisham and my husband.

BEST BOOK READ IN THE PAST YEAR: *Gone with the Wind* by Margaret Mitchell (third time).

THE CARLTON

IDG'S JANET GLYNN JOINS IDG CHAIRMAN PAT MCGOVERN *for a dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

FIRST JOB AFTER FINISHING SCHOOL: Hairdresser

YOUR IDEA OF A PERFECT WEEKEND: Warm sunny weather, no telephone and my husband.

MANAGER'S PROFILE: " Janet is very dedicated to IDG and its success. She continuously strives to ensure that all invoices, along with their tearsheets, are sent out as soon as possible (so the money can come in as soon as possible!). She keeps track of the million small details that go into sending out one of our billings with ease and she is always willing to take that extra step to ensure that our customers' special requests are met."

*- **Amy Hanania**, corporate credit manager, IDG*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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December 23, 1996

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

The Way We Were: A Look Back at 1996

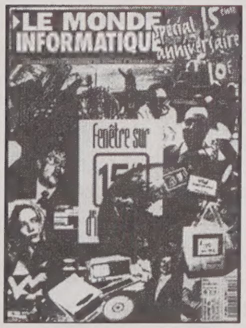
JANUARY

PC World circulation rate base jumps to 1,020,000.

❖ ❖ ❖

Network World and *PC World* collaborate on a national test center, based in Houston, that will focus on enterprise and workgroup class servers. The center will produce performance testing results not published anywhere else.

❖ ❖ ❖



Le Monde Informatique celebrates 15th anniversary with special issue offering customers a chance to buy advertising at 1981 prices.

@COMPUTERWORLD OPENS FOR BUSINESS ON THE WORLD *Wide Web. The dedicated staff of cyber-pioneers includes (from left):* ***Melissa Bane, Juan Perez, Jodie Naze, Jim Kerstetter, Jose Bruzual, Bill Brandel*** *and* ***Michelle Keyo.***

IDG
GLOBAL
PASSPORT
PROGRAM

IDG Marketing Services introduces the IDG Global Passport Program designed to encourage IT marketers to avail themselves of the broad spectrum of IDG products and services by offering them credits for various levels of spending that can be applied toward future purchases.

• CONTINUED PAGE 2 •

10+ YEARS

Joe Levy, 24 • Joanne Oteri, 22 • Dieter Eckbauer, 21 • Rainer Oberländer, 20 • Maureen Burke, 19 • Josef Lohner, 17 • José Luiz Oliveira, 16 • Vicente Tardin , 16 • Klemens Paunert, 16 • Sinval Silva, 16 • Delia Quartey, 16 • Nicole Adda, 15 • Christiane Alamarguy, 15 • Patricia Poupaert, 15 • Susan Perry, 15 • William Cadigan, 15 • Bernhard Weeser-Krell, 14 • Renee Pierce, 14 • Ricardo Gonçalves, 14 • Andreas Förth, 13 • Averie Rosemark, 13 • Michelle Reyes, 13 • Beverly Wolff, 13 • Juanita Clark, 13 • Jane Boyer, 13 • Dennis McLeod, 13 • Adrian Mello, 13 • Rick Ciliberto, 13 • Joan Daly, 13 • Marie Grazia Rovati, 12 • Nieves Chesa, 12 • Maristela Oliveira, 12 • Gérard Adamis, 12 • George Clark, 12 • Pauline Smith, 12 • Barbara Sands, 12 • Paul Fitzpatrick, 12 • Lee Doyle, 12 • Paula Foss, 12 • Marcia Farrington, 12 • Mark Winther, 12 • Donna Sparrow, 12 • Paul Bonarrigo, 11 • Grace Castro, 11 • Jill Stevens, 11 • Rebecca Segal, 11 • Maureen Rondeau, 11 • Christopher Glenn, 11• Michael McShane, 11 • Nancy Percival, 11 • Lois Beninati, 11 • Audrey Abbott-Ruiz, 11 • Donald Young, 11 • Jeff Edman, 10 • Carol Person, 10 • Lorraine Witzell, 10 • Shelly Ginenthal, 10 • Brad Thorpe, 10 • Colette Bienfait, 10 • Elisabeth Deroff, 10

JANUARY

continued from page 1

IDC Vice President/Storage Research Program **Crawford Del Prete** wins 12th annual James Peacock Memorial Award. Runner up is **Angele Boyd**, director of IDC's Printer Market Planning Service. IDC President **Kirk Campbell** (left) and IDG Chairman **Pat McGovern** presented the awards.

◆ ◆ ◆

PC Welt rises to No. 5 in terms of ad revenue among all German publications during January, according to German publishing association VDZ. *PC Welt* also crowned fastest growing magazine — up 23.4% in ad revenue over the same period last year.

Richtig reklamieren: Kein Ärger beim PC-Kauf
PC WELT
Der ideale PC
Aktueller Kauf-Ratgeber
Das müssen Sie beachten
Der optimale Prozessor
Die perfekte Festplatte
Der geeignete Monitor
Die passende Grafikkarte
Das beste CD-ROM-Laufwerk
Die richtige Soundkarte
Das schnellste Modem
Extra: Der ideale PC für Win 95
Vobis & Escom
Gekauft und getestet: Alle Grafikkarten und Festplatten
Windows 95
Wie Sie die Schwächen meistern

◆ ◆ ◆

FIRST LATIN AMERICAN PUBLISHING INSTITUTE ATTRACTS 15 *attendees, representing 11 IDG operations in Latin America, to Quito, Ecuador.*

JAY BRETZMANN, MICHELLE *LaJeunesse, Karen Weston* *and* ***Bill Zinsmeister*** *receive IDC Excellence Awards for outstanding performance.*

◆ ◆ ◆

IDG Marketing Services/Europe, Middle East and Africa hosts first in a series of seminars designed to promote IDG by showcasing the company's global IT expertise. "Emerging IT Markets in Eastern Europe, Middle East and Africa" attracts approximately 100 representatives from the IT and media industries.

◆ ◆ ◆

ComNet '96, the industry's leading global enterprise network conference and exposition, opens its doors for the 18th consecutive year, attracting a record 45,108 attendees to Washington, D.C.

JANUARY

Oracle Corp. discloses its plan to launch a family of Internet appliances, from Web terminals to video phones.

◆ ◆ ◆

IDC/IDG Market Intelligence Briefing Sessions attract IDG crowds on both coasts. The full-day briefing is intended to help employees gain insight into current market trends and vendor strategies and learn how to use the information to their advantage.

◆ ◆ ◆

IDC Japan launches Semiconductor Market Planning Service, becoming one of the first companies outside the U.S. to undertake semiconductor research.

◆ ◆ ◆

Six IDC employees receive IDC Global Fellowships to work several weeks at an IDC office outside their native country.

◆ ◆ ◆

Macworld Expo draws throngs to San Francisco.

◆ ◆ ◆

ExecuTrain named No. 1 computer training franchisor in *Entrepreneur Magazine's* 17th annual Franchise 500 Awards. The company also placed 98th in the magazine's International Franchise 200.

◆ ◆ ◆

German publisher association VDZ releases figures putting IDG Germany titles — *Computerwoche*, *PC Welt* and *Macwelt* — at the top of Germany's IT advertising heap and 11th among all German publishing companies.

◆ ◆ ◆

Second E3 sells out four months prior to show's opening. E3, co-produced by Infotainment World and MHA Event Management, will feature close to 300 exhibitors when it opens at the Los Angeles Convention Center in May.

FEBRUARY

IDG signs license with Brazilian publisher CLC to publish a *PC Games* title, to be known in the local market as *PC Player*.

◆ ◆ ◆

IDG purchases *China Computer Users* magazine, the country's second largest PC magazine, securing the company's position as the leading information provider in China's burgeoning IT market. IDG now publishes the top three titles in the Chinese market: *PC World China*, *China Computer Users* and *Software World*.

◆ ◆ ◆

JavaWorld

JavaWorld, the first Web-based publication to serve the growing base of Java users, goes live, serving up more than 30,000 pages in its first 24 hours.

◆ ◆ ◆

IDG signs license for *PC World Bangladesh*.

◆ ◆ ◆

IDG acquires the fastest-growing computer publication in the U.K.: *PC Advisor*. In a market with upwards of 40 PC titles on the newsstand, *PC Advisor* ranks among the top five.

PC Advisor
Getting Your Teeth into CD-ROM
FREE!

IDG hosts annual Global Summit in Scottsdale, Ariz., for some 160 key customers. Collectively, the attendees represented companies accounting for nearly 75% of worldwide IT revenues in 1995. Above, IDG Chairman **Pat McGovern** (left) and President **Kelly Conlin** flank Mary Doan of Saatchi & Saatchi and Jill Kramer of Hewlett-Packard.

❖ ❖ ❖

Computer Sweden doubles publishing frequency to twice weekly.

FEBRUARY

Microsoft Corp. CEO Bill Gates eats his words — and launches a major corporate restructuring to address the Internet market opportunity.

IDG's Israeli licensee stages InfoTech Exhibition, attracting more than 14,000 attendees and 70 companies to Tel Aviv for the telecommunications-focused event.

❖ ❖ ❖

Four IDG titles — *Computerworld*, *Macworld*, *Network World* and *PC World* — debut on *Advertising Age* International's Global Media Lineup, a listing of the publications with the largest worldwide readership. IDG's titles were the only computer-related publications on the list.

❖ ❖ ❖

Sixth annual Macworld Expo/Tokyo draws a record 171,749 visitors and 320 exhibitors to the Nippon Convention Center.

❖ ❖ ❖

10+ YEARS

Pat McGovern, 32 • Marion Kibbee, 21 • Diane Martin, 19 • Giorgio Saluti, 17 • Kim Pennett, 16 • Esther Almada, 16 • Max Jaeger, 16 • Donna Pomponi, 16 • Joanne Boiardi, 15 • Raul Moreno, 15 • Javier Rodriguez, 14 • Kazuhiro Hara, 14 • Magdalena Axelsen, 14 • Arline Clements, 14 • Paco Zabala, 14 • Maryann McAuley, 14 • Carl Marchi, 13 • Seppi Heber, 13 • Joan Daley, 13 • Eric Bender, 13 • Gail Varney, 12 • Guadalupe Almaguer, 12 • Iris Clench, 12 • Mary Rinaldo, 12 • Wes Nihei, 12 • Susanne Schulze, 12 • Patricia White, 11 • Julia Dias, 11 • German Mora, 11 • Juan Manuel Tapia, 11 • Alicia Roa, 11 • Elizabeth Sutton, 11 • Libby Levinson, 11 • Alain Paccagnella, 11 • Javier Coronado, 10 • Ricardo Castro, 10 • Linda Gorgone, 10 • Ricardo Castro, 10 • Deb Goldstein, 10

> *"The strategy is to show clients and agencies all the ways IDG can give their companies a competitive edge. We consistently reinforce the concept that IDG is global, knowledgeable about IT markets and marketing — and very successful."*
>
> ***Peter Horan, president, IDG Marketing Services/U.S., speaking about the annual IDG Global Summit***

Computerworld's Professional Development Division launches itCareers, a unique Web-based recruitment service offering job seekers and technology employers an unparalled means for finding and posting up-to-the-minute career opportunities.

MARCH

IDG News Service hosts Editors Day at Intel headquarters in Santa Clara, Calif.

❖ ❖ ❖

People and Computers launches *Innovations*, a free weekly online newsletter with news and information on the Israeli high-tech industry.

❖ ❖ ❖

IDG New Zealand hosts "Capitalizing on the Web," seminar for local professionals in search of Web-based business solutions.

❖ ❖ ❖

IDG Marketing Services/Europe, Middle East and Africa releases results of "The European IT Publisher Awareness Survey," an independently conducted survey of leading European agencies and IT marketing directors, which shows IDG is considered the leading IT publisher by a margin of almost five to one over second place Softbank.

❖ ❖ ❖

IDC opens its Latin America Research Center in Coral Gables, Fla., to coordinate research activities among IDC Latin America operations in Mexico City; Caracas, Venezuela; Santiago, Chile; Bogata, Colombia; Buenos Aires, Argentina; São Paulo, Brazil; and Mountain View, Calif.

❖ ❖ ❖

PC World is the most widely read PC publication in the U.S., according to the "Spring 1996 Simmons Study of Media and Markets," which calculated the monthly's average issue audience to be 6.3 million adults.

> *"Our goal is to so firmly establish IDG as the No. 1 publisher of IT titles around the world that when someone from an IT vendor's headquarters office reviews a media schedule that doesn't include IDG, they'll want to know why. Just as people used to feel they couldn't go wrong buying IBM, we want media buyers to know they'll never get fired for buying IDG."*
>
> **Jeff Meers, president, IDG Marketing Services/Europe, Middle East and Africa**

Germany's *PC Welt* taps the consumer market as new revenue source and logs 7% of its total ad revenue per issue in the second quarter via consumer ads.

◆ ◆ ◆

IDC holds its 31st U.S. briefing sessions in Boston and San Francisco, drawing more than 1,600 IT professionals.

◆ ◆ ◆

IDG hosts Information Services and Finance function meetings.

◆ ◆ ◆

Just in time for CeBIT, IDG Technika Communications in Bulgaria publishes its fourth English-language IT catalog of the vendors, distributors, resellers and other IT-related companies in Bulgaria. Above, IDG Chairman **Pat McGovern** visits Sales Manager **Mila Pancheva** and *CW Bulgaria* Deputy Editor-in-Chief **Nedialka Yolovska** at the IDG Technika booth.

◆ ◆ ◆

Macworld introduces daily news service as part of its Macworld Online Web site to serve the news interests of the Macintosh industry and active buyers.

◆ ◆ ◆

MARCH

Japanese PC vendors see profit potential on U.S. shores, as Sony and Toshiba disclose plans to market desktop systems in North America.

Reflecting the growth in the home entertainment market — a market expected to more than double its revenues over the next three years — Infotainment World announces top-level personnel changes. **John Rousseau** is named president of GamePro Media Group, while **Gini Talmadge** is tapped as president and publisher of *PC Games*.

◆ ◆ ◆

Eleven *Macworld* employees volunteer to help wire California schools during Net Day96, a statewide effort to give Internet access to California's schools.

◆ ◆ ◆

Computerworld Españã pulls out all the stops for its 15th anniversary issue, which weighed in at close to 3 lbs. and carried 260 full-color tabloid pages.

◆ ◆ ◆

Second annual IDC Government Briefing Sessions receive high praise from attendees in Falls Church, Va., and San Francisco.

IDG Boviard STAR Awards presented to **Myles McLaughlin**, **Jeff Bedenmann** and **Nancy Sheehan**.

◆ ◆ ◆

NINTH ANNUAL PUBLISHING INSTITUTE BRINGS TOGETHER AN *international group of 20 IDG senior executives for an intensive week of work on strategic issues and leadership development on the campus of Babson College in Wellesley, Mass.*

10+ YEARS

Tom Monahan, 18 • Ursula Sauter, 18 • Walter Schönberger, 17 • Ed Scannell, 16 • Helga de Gregori, 15 • Fred Losapio, 14 • Fernando Moran, 14 • Lucy Sheehan, 13 • David Vellante, 13 • Dorthe Theordoraki, 13 • Cynthia Sparrow, 13 • Juan Manuel Sáez, 13 • Richard Fachtan, 12 • Diter Stein, 12 • Christina Spence, 12 • Leslie Barton, 12 • Dorthe Christensen, 12 • Leif Rasmussen, 12 • Wolf-Dieter Lorenz, 12 • Rachel Parker, 11 • David Ushijima, 11 • Mª Dolores Hermosell, 11 • Ramon Nacenta, 11 • Aromi Rajon, 11 • Joachim Herbert, 11 • Christine Cavelle, 10 • Melanie Guy, 10 • Jack McDonough, 10 • Michael Sullivan-Trainor, 10 • Joanne Hoffman, 10 • Suzanne Saluti, 10 • Marie-Laure Dupuy, 10 • Simone Fiedler, 10

APRIL

InfoWorld teams up with Stratus Computer to co-host the world's first virtual conference and trade show on the World Wide Web. InterAct '96 combines the traditional elements of a conference with a bevy of cutting-edge interactive features.

* * *

IDG News Service hosts Editors Day at Computer Associates' Islandia, N.Y., headquarters.

* * *

Human Resources Function Meeting attracts HR professionals to San Francisco for two days of information sharing and planning.

APRIL

Making it one of the year's most influential technologies, a host of leading vendors agree to embed Sun's Java into their operating systems.

* * *

IDG Norway organizes Norway's only PC trade show, PC Expo, which draws 19,5000 visitors (twice as many as last year) and 650 seminar attendees.

* * *

IDC fares very well in the 1996 IDC Customer Needs and Perceptions Survey. Sixty-five percent of client respondents in the Americas cited IDC as the market research information supplier that best meets their needs, as did 55% of European clients and 67% of U.S. propects, far outdistancing the competition.

* * *

PC World holds Latin American Product Line Meeting in San Jose, Costa Rica.

INTERNET EXPO
PROTEA TEREM
MŰCSARNOK

IDG Hungary opens Protea Hall (a combination cybercafe, retail shop and presentation room) within the Hungarian Palace of Art, one of the most famous buildings in Budapest.

* * *

InfoWorld's first editorially supported demographic issue focuses on intranets. *Intranet World* will appear as a bound-in supplement on a bimonthly basis and be sent to 310,000 subscribers.

* * *

ExecuTrain Corp. expands into Japan with the signing of a new master franchise agreement in Tokyo. In addition, the Atlanta-based training company announces three new international franchise locations — two in Canada and one in South Africa.

* * *

MACWORLD 台灣電腦展覽 '96

Gary Fung, vice president of IDG World Expo/Asia (second from right) opens the first Macworld Expo/Taiwan, which took the country by storm, attracting more than 65,000 attendees to Taiwan's first Mac-focused show.

* * *

Federal Computer Week's seventh annual Federal 100 awards earns prominent place in U.S. government IT industry and turns its first profit.

* * *

PC World takes home three Neal Awards for journalistic excellence and three Maggie Awards, including one for Best Online Publication.

NETWORK WORLD KICKS OFF ITS 10TH ANNIVERSARY *celebration with a gala party for 700 guests at Networld+Interop and a special anniversary issue celebrating a decade of networking. Above, eight of the 12 employees who have been with the company since Day 1 model the official Network World headgear.*

Computerworld Journals Group launches twice-yearly *Electronic Commerce Journal*, providing in-depth explorations of technology and management issues critical to those constructing global Internet-based electronic businesses.

10+ YEARS

Ney Kruel, 18 • Nancy Mallette, 17 • John Dix, 16 • Ann Finn, 15 • Pam Valentinas, 14 • Joan Bayon Pinsky, 14 • Heather Guinard, 14 • Penny Rigby, 13 • Mette Lautrup, 13 • Wendie Marro, 13 • Thomas Bergerskogen, 12 • Carlos Alberto Periera, 12 • Yannick Robain, 12 • Edward Acly, 12 • Bob Callery, 12 • Valerie Sanclemente, 12 • Robert Wallace, 12 • Elisabeth Franconeri, 12 • Penny Winn, 12 • Lisa McGrath, 12 • Richard Mikita, 11 • Joan Swarms, 11 • Karen Wallace, 11 • Robert Kanes, 11 • Diane LaLumiere, 11 • Jose Miguel Perez, 11 • Judit Fülöp, 10 • Carole Zozoya, 10 • David Bromley, 10 • Maya Timmer, 10 • Donna Felice, 10 • Bartolome Robles, 10 • James Brown, 10 • Robert Wells, 10 • Norma Tamburrino, 10 • Lawrence Craven, 10 • Martin Meier, 10 • Peter Kelly, 10

TWENTY-TWO EMPLOYEES REPRESENTING 13 U.S. BUSINESS *units, Japan and Australia gather at the West Coast Management Publishing Institute.*

IDG's Philippine licensee, WS Computer Publishing Corp., launches *Click!*. The monthly targets lower-end PC users and covers the home PC and SOHO market.

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IDG Italy and IDG France follow Germany's lead and announce reorganization plans that place responsibility for a group of products under the leadership of a publishing director. In Italy, **Giulio Ferrari** will manage *Computerworld* and *Networking Italia* and **Mario Toffoletti** will head up *PC World* and *Macworld* while in France, **Patricia Poupaert** and **Marc Bataillon** will lead the business press group and consumer magazine group, respectively.

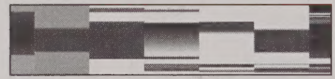
FERRARI

TOFFOLETTI

❖ ❖ ❖

CIO, *Webmaster*, *InfoWorld*, *Computerworld*, *Network World*, *Macworld* and *PC World* sales reps host 50 New York-area media planners at the second annual Gigs Party.

MAY



IDG's Dublin-based license, ComputerScope Ltd. launches Ireland's first Windows World trade show and conference.

❖ ❖ ❖

IDG Turkey deems its first venture into the expo arena, Windows World Turkey, as a success, with 27,000 attendees and 75 exhibitors Above, staff from *Computerworld Türkiye* gather at the company's booth.

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Macworld Expo debuts in South Africa, bringing total number of countries in which the Apple extravaganza appears to 10.

MAY

Lawyers for the American Civil Liberties Union and the U.S. government make their closing arguments in a case challenging the constitutionality of the Communications Decency Act, a new law that would restrict content on online services including the Internet. The court later ruled that the act was unconstitutional.

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IDG Sales Manager Training takes place in Redwood Shores, Calif.; European Finance Function meeting for IDG and IDC takes place in Marbella, Spain; and the Marketing and Research Function meeting takes place in Monterey, Calif.

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Study shows almost half of the PC users in the Zurich area read IDG Switzerland's *PCtip* — no other local computer publication came close.

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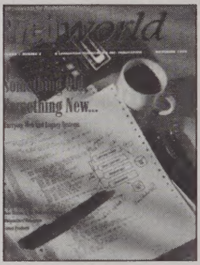
Laurentian Technomedia Inc. introduces the only business-related Internet publication in Canada. *WebWorld* has a controlled circulation of 180,000, and its mission is to analyze the successful — and not so successful — ways to use the Internet as a commercial environment.



❖ ❖ ❖

Boosted by a 35% increase in newsstand sales, IDG Media's *PC Advisor* rises to No. 4 in a field of seven PC titles in the U.K.

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IDG Marketing Services/U.S. releases results of the IDG

IDC U.S. ANALYSTS TAKE THEIR SHOW ON THE ROAD AND *partner with IDC Latin American country managers to bring Directions '96 to Argentina, Chile and Brazil. The daylong briefings have been held in 19 countries for 3,300 attendees so far this year; sessions in Colombia, Venezuela and Mexico City will be held in the fall. Above (left to right):* ***David Vellante, Philippe de Marcillac, Ricardo Stevenson, Paul Pastrone, David Card, Lauri Jones*** *and* ***Tony Picardi.***

Image Survey, which show IDG to be well positioned and gaining momentum in the IT media market.

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IDG Mexico's *Guia de Oro de la Computacion* (*The Golden Guide to Computing*) is the only IT buyer's guide in the country and lists more than 9,000 products and services from 1,800 companies. Above, Editor **Candelaria Jaimes** (left) and assistant **Luz Maria Luckie** display a copy of the guide.

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ET
PRAGUE'96

ComNet Prague, the premier event for the telecommunications and networking industries in the Czech Republic, breaks previous attendance and exhibitor records with 16,800 visitors and 152 companies exhibiting their wares. Above (left to right): Show Director Gunnar Kuechler holds center stage with CW VP/Research **David Moschella** and Computerworld President **Gary Beach**.

> *"IDG's business and that of the overall IT industry are becoming much more deeply intertwined. Unless IDG can take advantage of the emerging global cyberspace, most of the truly great opportunities of the network-centric era will likely prove elusive."*
>
> ***— Concluding thought of the IDG Long Range Planning Executive Summary***

IDG's Long Range Planning reports, compiled over the past six weeks by 16 IDG employees around the world, focus on three keys areas for IDG: Enterprise Information Systems in the 1990s, Home and Home Office Market and IDG's Top Global Customers.

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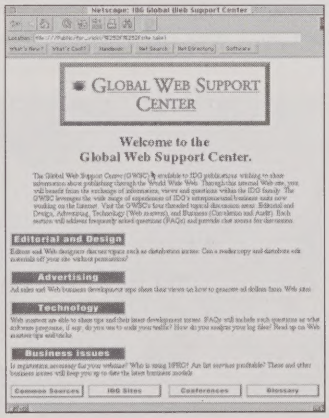
Web Publishing Inc. announces the establishment of a Global Web Support Center intended to serve as a central clearinghouse for the exchange and dissemination of information and assistance for those interested in publishing on the Web.


Netscape: IDG Global Web Support Center
GLOBAL WEB SUPPORT CENTER
Welcome to the Global Web Support Center.
Editorial and Design
Advertising
Technology
Business Issues
Common Sources
IDG Sites
Conferences
Glossary

THIRD ANNUAL EUROPEAN PUBLISHING INSTITUTE TAKES *place in Munich.*

PC PLAYER
DUKE NUKEM 3D:
O NOVO DOOM
150 DICAS!
18 GAMES!

IDG's Brazilian licensee, Nova Cultural, introduces *PC Player*. Distributors are so enthusiastic about the magazine's potential that the second issue's print run is increased from 50,000 to 80,000.

IDG Austria marks the 10-year anniversary of *Computerwelt* with a gala event for 1,000 clients, associates and employees at the Vienna Stock Exchange. Above, IDG Austria Managing Director **Manfred Weiss** greets guests.

10+ YEARS

Ann Clark, 20 • Bob Wescott, 18 • Sumiko Ozawa, 16 • Karen Weston, 16 • Christian Mahler, 16 • Colleen Hayes, 15 • Gail Odeneal, 14 • Arline Clements, 14 • Debbie Waters-Colaccio, 14 • Dorothy Adams, 13 • Cristina Escobar, 12 • Eirik Gulbrandsen, 12 • Lars-Egil Saetrang, 12 • Frank Gens, 11 • Andreas Dunse, 11 • Rudolf Schuster, 11 • Walter Kainz, 11 • Gayle McElroy, 11 • Merv Langby, 10 • Pat Kenealy, 10 • Agnès Jouhannel, 10 • Carol White, 10 • Bob Ostrow, 10 • Dagmar Batschat, 10 • Martin Hingley, 10

COMPUTERWORLD EDITOR-IN-CHIEF PAUL GILLIN (CENTER) *makes a valiant, though ultimately unsuccessful attempt to lead his team to victory in the eighth annual Computer Bowl, sponsored by the Boston Computer Museum and held this year at the Santa Clara Convention Center in California.*

Second annual Electronic Entertainment Expo takes industry by storm, attracting 57,795 attendees to the Los Angeles Convention Center — a 40% increase over last year — and necessitating a cross-country relocation to accommodate the 1997 event. When the show debuted in 1995, it represented the second biggest first-time trade show in U.S. history. Above, PC Games President **Gini Talmadge** stands with the winner of the Buell Motorcycle promotion sponsored by *PC Games*, *GamePro* and Infotainment World.

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PC World announces circulation rate base increase to 1,101,000 effective in September.

JUNE

SPECTRUM
Robert Metcalfe

Bob Metcalfe, IDG vice president of technology, receives the IEEE Medal of Honor from the Institute of Electrical and Electronic Engineers for his leadership in the development and commercialization of Ethernet.

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Network World launches "Direct Connect," a fully searchable online product directory focusing solely on the networking and intranet markets.

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IDG Turkey begins publishing *Network World* as a supplement to *Computerworld Türkiye*.

Pleins feux sur Java
web//master
intranet:
les bonnes raisons de plonger
Paris nombril du Web

IDG France launches *WebMaster*, which shows readers how to negotiate the technological differences between the Minitel and the Internet and how to make money off the latter.

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PC World holds European Product Line Meeting in Marrakech, Morocco.

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Of the top 10 publishing companies in Germany, IDG Magazines emerges as the winner in ad volume growth for the first half of 1996.

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IDG Turkey launches *Windows World*, a quarterly stand-alone with 64 pages of editorial and 16 ad pages.

IDG holds the first Global Summit/Latin America in Miami, attracting 140 executives from more than 65 U.S. IT companies. The two-day conference was sponsored by IDG Marketing Services and provided attendees with insights on how to position, brand and promote their companies in the Latin American market. Above (left to right): **Santiago Villazon**, **Frank Cutitta** and **Peter Horan** chat during a break.

❖ ❖ ❖

Majority of non-U.S. business units are reporting financial results for the first half of FY96 that are ahead of plan, including IDG operations in: Australia, Bulgaria, Germany, Hong Kong, Hungary, the Netherlands, Norway, Poland, Singapore, Spain and Switzerland.

COMPUTERWORLD* LAUNCHES *COMPUTERWORLD INTRANETS *("the manager's guide to what's really important"), a slim "minizine" monthly bound into the pages of CW. Staff members involved in the project include (clockwise from front):* ***Joe Maglitta, Anne McCrory, Jodie Naze, Janell Genovese, Michael Fitzgerald, Jose Bruzual, Bill Brandel*** *and* ***Bruce Rayner.***

> *"Moving from a publication buyer to a membership model greatly expands our business opportunity. Most IDG publications have at least four times more readers than publication buyers. Each of those readers needs to become a member to participate in the electronic community created by the publications."*
>
> ***Pat McGovern, IDG Chairman, responding to a question in the On line column***

GLOBAL ONLINE
neu
Businet!
Welche Firmen jetzt vom Internet profitieren
KARRIERE
SERVICE-PROVIDER
SHOPPING ONLINE
http:
Ein Magazin der COMPUTERWOCHE

Computerwoche Verlag launches test issue of *Global Online*, designed to help corporate decision makers in Germany get a competitive edge in electronic markets.

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IDG Taiwan stakes out a piece of cyberspace with the launch of its World Wide Web site.

IDG Books hosts golf tournament as a prelude to the American Booksellers Association Convention to celebrate the success of *Golf for Dummies*.

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Windows World Expo/Tokyo, produced by IDG World Expo/Japan, smashes its previous attendance records by more than 40,000. The fifth annual event attracted 190,861 visitors and 328 exhibitors to the 167,776 square meter floor.

JUNE

Despite the efforts of new CEO Gil Amelio to turn around Apple Computer Inc.'s fortunes, the company's stock hit a 10-year low.

THE IDG INSTITUTE DEBUTS THIS YEAR TO EXPAND IDG'S *training offerings to fulfill the needs of IDG senior executives worldwide.*

COMPUTERWORLD'S intr@net '96 Conference

Computerworld's first intr@net '96 Conference in San Jose is positioned as an intimate, invitation-only gathering where Fortune 500 CIOs and senior IT executives can discuss the future of the corporate intranet.

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Sean Kaldor, Lauri Jones, Matt Toolan, Carol Glasheen, Tatiana Engurasoff, Doreen Francy, Chris Greene and **Alyson Fransco** earn IDC Excellence Awards for their performances the second and third quarters of FY96.

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IntraNet magazine
Intranets and the new IT

Network World launches *IntraNet Magazine*, the first monthly magazine targeted to the professionals integrating Internet technologies into their corporate networks.

BEST NEWSPAPER
Congratulations!

IDG publications and books dominate the Computer Press Awards, taking home a total of 20 awards: seven first-place and 13 runner-up citations. Award winners are: *Computerworld, Federal Computer Week, Macworld, PC World, InfoWorld, Multimedia World* and IDG Books Worldwide. Above, CW's **Paul Gillin** celebrates his publication's victory as best technical trade magazine with **Maryfran Johnson** (left) and **Tish Keefe**.

10+ YEARS

Kathy Dinneen, 23 • Terri LeBlanc Bergstrom, 20 • Debra Sobin, 18 • Cynthia Delany, 16 • Marilena Maia, 16 • Matthew Smith, 16 • Robin Silverman, 16 • Patricia Keefe, 15 • Derek Hulitzky, 13 • Doug Barney, 12 • Mitchell Betts, 12 • David Peterson, 12 • Richard Buroni, 12 • Kate Ulrich, 10 • Mary Brandel, 10 • John Robison, 10 • Yasunori Abe, 10 • James Falanga, 10 • Cathy Abes, 10 • Tom Moran, 10

IDG'S ASIA/PACIFIC BUSINESS UNIT MANAGERS CONVENE IN *Cairns, Australia. Above, IDG Australia General Manager* ***Don Kennedy*** *(left), IDG VP/Corporate Controller* ***Ted Bloom*** *and IDG Japan Preident* ***Kozo Hiramatsu*** *were among the 30 participants.*

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NETWORK WORLD PRESIDENT *and CEO* ***Colin Ungaro*** *and his wife Susan were among the 200 Network World staff and guests celebrating the publication's 10th anniversary aboard the Boston cruise ship Odyssey.*

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FOR THE SECOND YEAR IN A *row, Computerworld Colombia receives the National Prize for Information Journalism for excellence in covering the IT market. Accepting the award are (from left):* ***Ciro Villate, Sergio Martinez de la Cámara, Elisa de Villate, Horacio Gómez*** *and* ***Dary Sandra Peña****.*

EXHIBITORS RATE COMNET *Warsaw '96 "A far more advantageous event" than the largest IT expo in Poland. IDG Poland's expo team organized the event for the first time this year. Above,* ***Agnieszka Mierzejewska****, marketing manager for IDG Expo Poland, and IDG Poland President* ***Kasimierz Szot*** *flank two Polish government officials.*

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COMPUTERWOCHE

SNI rüstet sich für Software-Offensive

Computerwoche, the leading IT newsweekly in Germany, shows off a new design and new editorial columns.

ATTENTION: CONTEST!

Order, Please!

Below are listed 12 events — one for each month — in no particular order. Your task is to arrange them in the correct chronological sequence, January through December, and send your entry to *IDG World Update* by Tuesday, Jan. 21. Up to three winners will be selected in a random drawing from among all correct entries, and winners will receive an *IDG World Update* sweatshirt. Have fun!

_____ IDG's Philippine licensee, WS Computer Publishing Corp., launches *Click!*, a monthly targeting the lower-end PC market.

_____ IDC hosts its 31st U.S. briefing sessions in Boston and San Francisco.

_____ IDG becomes the first IT publisher to offer advertisers a network of online sites with a common audit as BPA International completes a ground-breaking analysis of nine IDG sites.

_____ Majority of non-U.S. business units report financial results for the first half of FY96 that are ahead of plan.

_____ Seven U.S. IDG publications are listed on the Ad Age 300, an annual listing of the top 300 U.S. publications based on estimated advertising revenues.

_____ IDG plants first flag in the Baltics with the debut of *DatorPasaule/PC World* in Latvia.

_____ IDG Netherlands launches first European edition of InfoWorld.

_____ IDG Global Communications unveils IDG Central, an internal Web site that delivers a variety of IDG resources.

_____ IDG Marketing Services introduces the IDG Global Passport Program.

_____ Second annual Electronic Entertainment Expo attracts 57,795 attendees to Los Angeles.

_____ IDG acquires *PC Advisor*, the fastest-growing computer publication in the U.K.

_____ *PC World Bangladesh* debuts.

Send your entries by Jan. 21 to *IDG World Update* via fax: 617-423-0712; e-mail: world_update@idg.com.

Job Opportunities
Monday, December 23, 1996

Ad Server Operations Manager (IMS/Online)
International Data Group, the world's leading provider of information services for the information technology industry, is looking for an Ad Server Operations Manager. The individual in this newly created position will be responsible for interfacing with ad agencies, IMS sales, IDG Web Sites, and Focalink Communications to coordinate centralized group buys of advertising on IDG's Web Sites. Working with the key internal and external contacts, this manager will be responsible for developing and implementing network rate program for on-line advertising, establishing advertising processes, managing the delivery and placement of banners, ensuring quality and performance, troubleshooting, billing, and reporting. Qualified candidates will have 3-5 years experience working in advertising or other media related field with experience in technical support, coordination and a proven interest in and ability to be a self starter in a fast paced, entrepreneurial environment. This is an exciting opportunity to become involved in the leading edge of advertising on the Internet. Familiarity with the World Wide Web, experience with graphics file formats and design programs a must.
Location: San Francisco, CA
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Office Services Assistant (CIO)
CIO Communications is seeking an Office Services Assistant to provide general administrative support. Responsibilities will include front desk coverage, answering and routing of incoming calls, mailroom management, and general office duties as necessary. Familiarity with Pitney Bow Postage machine is a plus. Valid driver's license required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Senior Writer (CIO)
CIO Communications is seeking a Senior Writer to join its editorial team. This individual will report and write feature articles and other shorter pieces for the magazines and websites of CIO and WebMaster. Responsibilities include generating story ideas in an entrepreneurial idea-development process, and nurturing relationships with readers, sources, and vendor company representatives. Candidates must possess the ability to work in a collaborative environment. College degree, computer skills, and three to five years experience preferred. ***Location: Framingham, MA***
Contact: P. Reilly-Lemire, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Data Coordinator (CIO)
CIO's Executive Programs Department is seeking a Data Coordinator to assist the operations team with follow through for the fulfillment process. Responsibilities will include significant data entry, hotline support, conference support, filing, and documentation of processes. Candidates should be highly organized and possess a keen eye for detail. Knowledge of Macintosh Filemaker Pro, Word, Excel, and all automated office equipment is necessary. Limited travel required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Web Intern (CIO)
CIO Communications is seeking a Web Intern to join its small, energetic Web team which is responsible for two on-line publications. The Web Intern will be involved in a variety of tasks and must be able to work on multiple projects simultaneously. The ideal candidate will posess good communication skills, knowledge of HTML, and preferable some Web development experience. This is a part-time position with flexible hours. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Product Specialist (CW)
Computerworld has an opportunity for an Account Executive within the Alliances group in Burlingame, CA. The successful candidate's responsibilities include project management, high level sales intelligence gathering, generating interest and preparing business proposals. Candidates should have the proven time management and organizational skills, ability to build successful relationships with internal and external clients and strong writing skills. Proposal drafting experience is a plus. Qualified candidate must have exceptional PC and Internet experience and possess strong phone presence. Experience using project management software is very helpful. Prior inside sales experience along with a bachelors degree necessary. Experience in publishing a plus.
Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Sales Associate (CW)
Provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Responsibilities include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience, and a strong technological aptitude. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Consulting Operations Manager (IDC)
The ideal candidate will be a dynamic and creative management professional with diverse experience. The Consulting Operations Manager will be responsible for the marketing, production, and sales support for IDC Consulting. Specific duties will encompass the implementation of and overall marketing strategy including collateral development, direct mail, and event management; production management for all consulting deliverables; and management of a three-person production staff. Strong writing, editing, communication, and desktop publishing skills required. Additional skills needed include a high attention to detail; ability to manage multiple projects and work in a demanding, fast-paced environment; and expertise with major Macintosh graphics and production packages - QuarkXPress; Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with Filemaker Pro, Persuasion, Photoshop, DeltaGraph, or a charting package, Lotus Notes, and cc:Mail helpful. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Research Analyst, Desktop Access (IDC)
The individual in this position will lead IDC's research on the Desktop Access markets. The analyst will be responsible for analyzing technology and business trends for products and vendors in the TCP/IP, SNA, and Remote Access Desktop markets and delivering analysis to clients. Specifically this analyst will be responsible for writing reports on desktop access markets and providing client support. Ideally, the candidate for this position will have 2-4 years experience in the IT industry, either with a networking company or within a market research firm. A qualified candidate must be self-motivated with strong research, writing, quantitative, interpersonal, and analytical skills. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Senior Research Analyst (IDC)
The Senior Research Analyst will be responsible for market analysis and forecasting for Latin American quarterly market tracking research on personal computer, printer, and server markets. The individual will work closely with IDC Latin America researchers and country offices. Position may involve travel in the US and Latin America. Ideal candidate will have a minimum of two years experience in the computer industry and previous consulting, research, or strategic planning. A solid foundation in research and analysis techniques, excellent writing skills, advanced intermediate skills with spreadsheets and databases, absolute fluency in English, strong proficiency in Spanish and/or Portuguese, and experience working in Latin America is required. ***Location: Mt. View, CA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

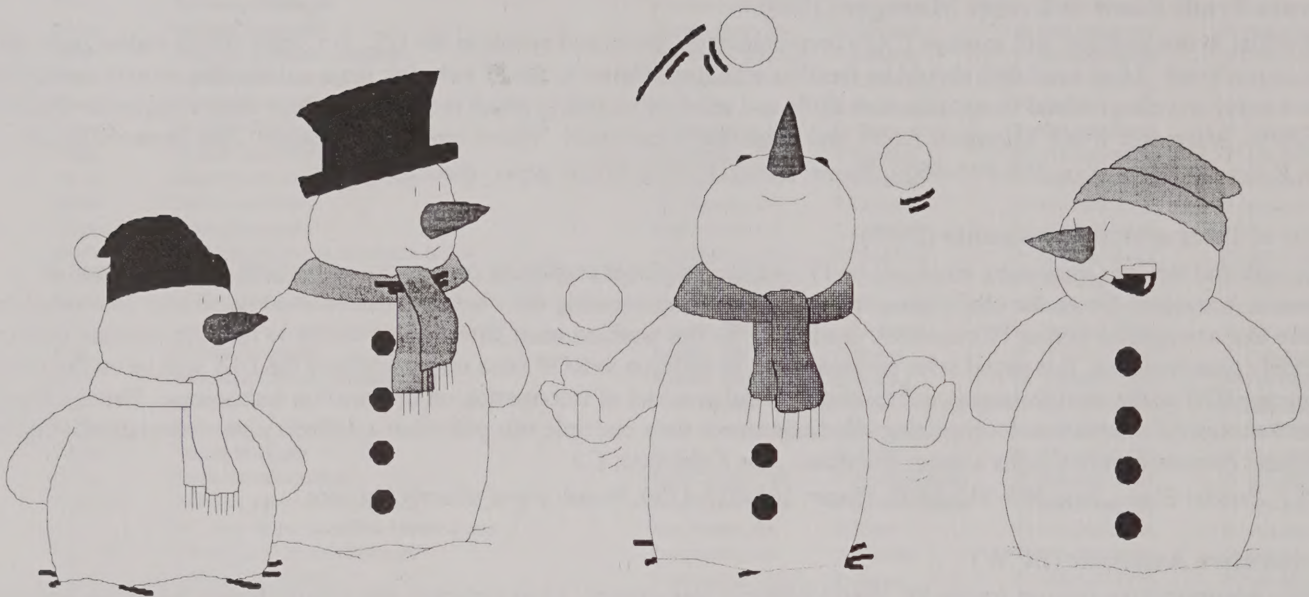
Temporary Employees (IDG/B)
IDG Books is looking for temporary employees with the following skills: filing, faxing, copying, mailing, scheduling meetings/conferences, travel arrangements, customer service, word processing (MS Word), spreadsheet (Excel), database (FilemakerPro/Access), desktop publishing (QuarkXpress/PageMaker), presentations (PowerPoint), and high-tech knowledge. Temporary assignments are long-term and short-term and can be full-time or part-time. Working as a temporary employee gives you the opportunity to make more per hour than going through an agency and allows you to be considered for regular positions within the company. ***Location: Foster City, CA***
Contact: A. Patton, Fax: 415-655-3206, Phone: 415-655-3230, Email: apatton@idgbooks.com

Ad Coordinator (IFW)
Work closely with clients, agencies and sales offices in the booking of ROP and Demo advertising, tracking and shipping of ad materials, maintenance of records and reports, liaison with editorial, production, and sales regarding positioning and creation of weekly layout. Strong organizational skills, ability to handle multiple tasks under the pressures of a weekly deadline, a customer service attitude and excellent phone manner required. 1-3 years experience in ad coordination, advertising, print, and production.
Location: San Mateo, CA
Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Network Specialist (IFW)
Primary duties of this position: manage Novell NetWare 3.1X/4.X servers, manage Lotus Notes 3.X/4.X servers, manage electronic mail system and gateways, maintain network/server hardware, maintain LAN and WAN DCE, documentation, independently manage projects to completion, test and document network solutions. We are seeking candidates with 3-5 years total experience in the areas listed above. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

Week of December 23, 1996

BU	Category	Title	Location	Contact	Phone	Fax
IDG/B	Mktg	Packaging/Graphics Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Foreign Rights Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
G/B	Prod	Production Quality Control Specialist	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
G/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Educational Account Manager	CA IL NY GA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Associate, Emerging Markets PT [4]	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	Product Technical Support Representative, PT	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	System Analyst	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/CSC	Finance	Corporate Finance Specialist, PT	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IFW	Circ	Circulation Specialist	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Confer	Conference Registrar	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Operations	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Advertising Manager/Enterprise Networking Edition	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Regional Sales Manager	Framingham, MA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Systems	Network Specialist	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IMS	Admin	Department Assistant, Part-Time	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Mktg	Corporate Trade Show & Events Manager	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Rsch	International Research Analyst-P/T (20 hrs)	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director of International Accounts	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director of International Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director, National Accounts	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director, National Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Systems	Manager of Information Systems	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS/Online	Ad Sales	Ad Server Operations Manager	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS/Online	Admin	Assistant - IMS Internet Product Development Group	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Editorial Assistant	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Munich Correspondent	Munich, Germany	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Misc.	Licensing Administration and Support Manager	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IPS	Systems	IS Support Specialist	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
MAC	Art/Design	Senior Design Associate	San Francisco, CA	L. Barton	P: 415-978-3328	F: 415-442-0766
MAC	Edit	Assistant Editor (2)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	On-Line	Assistant Content Engineer	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
MAC	On-Line	Content Engineer, Online	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
AC	On-Line	Online Account Manager (Inside Sales)	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
W	advertising	Advertising Coordinator	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Editorial Assistant	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor, Features	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Account Executive	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	District Sales Manager	Rochelle Park, NJ	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
PCW	Admin	Administrative Assistant	San Francisco, CA	K. Normandeau	P: 415-267-4578	F: 415-974-7316
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	T. Ohara	P: 415-978-3204	F: 415-974-7316
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Circ	Circulation Assistant	San Francisco, CA	D. Cobb	P: 415-987-3255	F: 415-442-1891
PCW	Edit	Editorial Liaison	San Francisco, CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW	Prod	Desktop Production Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Sales	Presentation Specialist	San Francisco, CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Performance Analyst	San Francisco, CA	U. Diehlmann	P: 415-974-7429	F: 415-974-7316
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	Art/Design	Manager of Online Design	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW/Online	bus dev	Licensing Manager, PT	San Francisco, CA	S. Frankel	P: 415-267-2668	F: 415-442-1891
PCW/WEB Magazin	Circ	Circulation Promotion Manager	San Francisco, CA	E. Di Matteo	P: 415-987-3107	F: 415-442-1891
PCW/WEB Magazin	Circ	Fulfillment Manager	San Francisco, CA	D. Cobb	P: 415-987-3255	F: 415-442-1891
PCW/WEB Magazin	Operations	Manager Business Development	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Prod	Production Manager	San Francisco, CA	C. Smukler	P: 415-974-7394	F: 415-442-1891
PCW/WEB Magazin	Rsch	Research Manager	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Account Manager	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Eastern Account Manager	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW/WEB Magazin	Sales	Sales Associate	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Sales Associate	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
Publish	Admin	Administrative Assistant	San Francisco, CA	M. Higgins	P: 508-935-4766	F: 508-935-4600
Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Exec	Associate Publisher/National Sales Manager	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
Web	Edit	Associate Editor, JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
eb	Edit	Editor, SunWorld Online	San Francisco, CA	S. Lawton	P: 415-267-4599	F: 415-267-1732
Web	Sales	Sales Associate	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web	Sales	Sales Associate	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web Shopper	Ad Sales	Director of Sales	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631
Web Shopper	Systems	Manager, Product Development	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631



Need a Temp?

If you currently need a temp or know that you will need one in the future, IDG TempWorld can help you out! IDG TempWorld provides temporary help to IDG business units in the Framingham area. If you are interested in learning more about IDG TempWorld or are interested in requesting a temp, please contact Christine Curnyn at IDG TempWorld, 508-935-4721 or via email: christine_curnyn@idg.com!

Happy Holidays!
from IDG TempWorld!

TempWorld

IDG

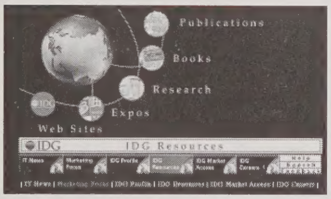
JULY

IDC and the *World Times* begin selling their report on the pace of the information revolution: "Toward the Third Revolution: The 1996 IDC/World Times Information Imperative Index."

❖ ❖ ❖

IDG licensee CMB 10 Publicacoes e Servicios launches *Dealer World Portugal*, the only title in the Portuguese market targeting the distributor channel.

❖ ❖ ❖

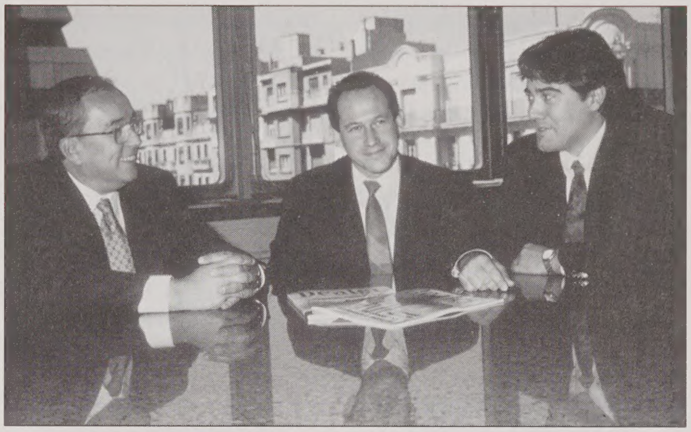


IDG's enhanced home page, featuring a wealth of information for IDG customers and employees alike, goes live on July 15.

❖ ❖ ❖

Network World Fusion forms alliance with Quote.com to enable Fusion users to create free, customized online stock portfolios of publicly traded companies in the U.S.

❖ ❖ ❖



LEFT TO RIGHT): PACO ZABALA, COUNTRY MANAGER, IDG SPAIN; ***Jose Serra**, general manager, CMB 10 Publicacoes e Servicos; and* ***Juan Ramon Melara**, publisher, Dealer World Espana.*

ExecuTrain announces what is thought to be the industry's first nationwide financial assistance program for IT students who finish Microsoft, Lotus and Novell certification programs and individual course offerings.

JULY

In July 1995 Netscape made Internet IPOs the hottest thing going — but this month investors turned sour on underperforming Internet companies, and companies that had planned IPOs held off.

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First IDG Meeting Planners Function Meeting held in Boston.

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Infotainment World refocuses its core activities into three individual business units: Infotainment World Events, led by **Pat Ferrell**; GamePro Media, led by **John Rousseau**; and PC Games Publishing, led by **Gini Talmadge**.

❖ ❖ ❖

Web Publising Inc. relaunches *Netscape World* with a new design and focus on being the most practical, technical resource for Web professionals.

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China Computerworld and InfoEX World Services Ltd. team up to host the Database/Client-Server China '96 Conference; *Computerworld*'s **Alan Alper** delivers keynote address.

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PC World Bangladesh, the first major IT publication in the country, debuts as a collaborative venture between the ISN software development group and a local newspaper publisher.

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IDG's U.S. editors gather for two days of information sharing and planning in Boston.

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Close to three dozen IDG runners and walkers participate in the Chase Corporate Challenge road race in Boston.

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The IDG Global Web Support Center, managed by **Victoria Anderson** of Web Publishing, Inc in San Francisco,, makes its online debut at http://www.supportcenter.com.

❖ ❖ ❖

10+ YEARS

Shirley Day-Kohn, 23 • Christine Hiehler, 19 • Eduardo Ostan, 18 • Renate Kretz, 17 • Ursula Pusch, 16 • Scott Mace, 15 • Bernie Hockswender, 13 • Georg Sing, 13 • Catherine Olzchnech, I13 • Sherry Driscoll, 12 • Barbara Ringer, 12 • Ole Bolvig Hansen, 12 • Henry Morales, 12 • Egon Margraf, 11• Dan Sommer, 11 • Corinne Schmidt, 10 • Helmut Sedlmeier, 10 • Karin Quack, 10 • Wally Clegg, 10 • Ralph Finos, 10 • Susan Egan, 10 • Christopher Cuoco, 10

NETWORK WORLD HOLDS ITS FIRST MEETING OF REGIONAL *sales support staff.*

IDG's U.S. business units raise more than $50,000 for AIDS services in walk-a-thons this summer in Boston and San Francisco.

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The growing importance of Web publishing to IDG business units around the world is reflected in the number and diversity of attendees at IDG's fourth annual Online Functional Meeting. Above, IDG Chairman **Pat McGovern**, AT&T's Tom Evslin and Interactive Services Group CEO **Tom Morgan.**

AUGUST

IDG Books Online introduces a new series: Interactive Programming by Design, which combines a print edition and a companion CD-ROM.

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Macworld Israel debuts as a relaunch of *H'Olam Macintosh*, a publication formerly produced by licensee Olamot-Media Industries.

Computerworld and *Network World* are winners in *Folio* magazine's Seventh Annual Editorial Excellence Awards.

❖ ❖ ❖

The Macworld Club concept debuts at Macworld Expo/Boston.. The Bay State venue experienced its highest visitor attendance. Macworld Expo/Boston is owned by IDG, sponsored by *Macworld*, and produced and managed by MHA Event Management.

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IDG Books inks deal with AT&T WorldNet Service. The value-added Internet access will be packaged with the releases of *Dummies 101™*, *Internet for Windows 95®*, *Internet Telephone for Dummies®* and several other titles.

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Business Week article profiles IDG Chairman **Pat McGovern** and contrasts his business expansion strategy with that of Softbank's Masayoshi Son.

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Seven U.S. IDG publications take home 22 awards in the American Society of Business Press Editors' 18th Annual Excellence Competition.

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> *"One of the things that is striking in reading the three-year plans for the IDG family of companies is just how rapidly IDG companies have embraced the Internet. It has created an excitement in the industry similar to that of the early days of the PC."*
>
> ***Kelly Conlin in 8/12 On line column***

SULLIVAN

HANNAGAN

Jim Sullivan of IDG Accounting and **Nancy Hannagan** of IDG List Services earn IDG's Corporate Boviard STAR Awards for service, teamwork and results.

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Against the backdrop of Macworld Expo/Boston, IDG Newsletters launches *PowerBook Companion*, a monthly newsletter with tips and techniques for users of Apple Macintosh PowerBook notebook computers.

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Seven U.S. IDG publications are listed in the *Ad Age* 300, an annual listing of the top 300 U.S. publications based on estimated advertising revenues.

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SCRUB
SCRUB
SCRUB

IDG executives share tales of their humble beginnings (Boy Scout camp dishwasher, ketchup cook, lima bean harvester, hog bristle connoisseur and more) in a special issue of *IDG World Update*.

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Four college students finish summer internships with IDG business units via INROADS, a program that prepares talented minority youth for professional careers.

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Mike Rogers appointed vice president and publisher of Computerworld; **Kevin McPherson** named executive vice president of IDG Marketing Services.

❖ ❖ ❖

10+ YEARS

Eileen O'Brien, 25 • Ingrid Schmid, 20 • Terri LeBlanc Bergstrom, 20 • Karl Zimmermann, 18 • Karen Elliot, 18 • Zvonimir Lepusa, 18 • Dagmar Pitschek, 18 • Saiman Hui, 14 • Mary Fanning, 13 • Ernest Chamberlain, 13 • Carolyn Medeiros, 13 • Francis Benedict, 13 • Judy Sutter, 12 • Barbara Lewis, 12 • Morten Hansen, 12 • Christin Curry, 12 • Siegfried Reich, 12 • Hans Peter Nitzsche, 11 • Tore Pettersen, 11 • Joe Kerwin, 11 • Susan Miller, 11 • Hans Weber, 11• Janell Brown, 11 • Catherine McCrorey, 10 • Judd Aschenbrand, 10 • Gary Rocchio, 10 • Debra Brown, 10 • Gregory Boren, 10 • David Hill, 10 • Miklos Horvath, 10 • Jens Jørgen Krag Hansen, 10

MARTIN JORGENSEN (LEFT) AND **Mads A.W. Christensen** of PC World Danmark.

PC World Danmark extends its relationship with Denmark's professional community of Internet users with the launch of its *Internet World* supplement, which is in both print and online formats.

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Macworld Online celebrates its one-year anniversary by drawing its largest traffic volume ever, with 73,000 page views per day during Macworld Expo/Boston.

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IDG's East Coast HR Group increases its training and development staff to two full-time employees to meet the needs of internal clients.

COMPUTERWORLD'S RICK **Espinoza** and PC World's **Sam Huey** join a game.

IDG hosts 24 top clients and agency representatives at a golf event in Pebble Beach, Calif.

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PC World Danmark continues to dominate the local market, growing from 157,000 readers to 181,000 readers during the first six months of 1996.

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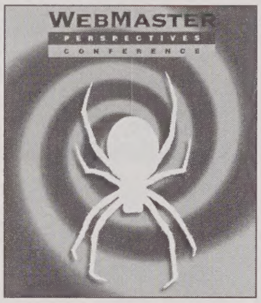
IDC Europe launches the European Internet/Intranet Market Service that examines individual and corporate use of the Internet and the Web.

❖ ❖ ❖



CIO's first WebMaster Perspectives Conference draws overflow crowd of 500 to San Francisco to learn how to exploit the Internet as a practical business tool. Speakers at the three-day event exploded the myth that World Wide Web investments aren't yielding returns on investments.

❖ ❖ ❖

The monthly *Network World Lite* newsletter provides marketing professionals in the networking industry with news and analysis without technical jargon.

SEPTEMBER

Publish celebrates its 10th anniversary. The monthly serves professional electronic publishers and has been No. 1 in market share among its primary competitors since 1993.

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Computerworld Schweiz produces special issue, with a bonus circulation of 30,000, that contains detailed profiles of the top 300 IT businesses in Switzerland.

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IDG plants flag in Malta with a bimonthly *PC World* title, the Mediterranean island's only stand-alone IT publication.

Culture • Information • Access • Power
THE WEB
MAGAZINE
www.webmagazine.com
Donna Karan: Virtual Designer
Online Gambling: Place Your Bets
Sandra Bullock
On Fans, Friends, and Online Stalker
MORE THAN 500 WEB SITES REVIEWED

PC World Communications launches *The Web*, a consumer lifestyle magazine covering the convergence of popular and digital culture and focusing on Internet content.

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IDG Global Communications unveils IDG Central (on Lotus Notes and on the Web at http://globalidg.com), an internal Web site that delivers a variety of IDG resources including the IDG News Service, *IDG World Update*, human resources information, discussion forums and more.

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What's got productivity tips for 15 of today's hottest IT topics, a daily circulation of more than 230,000 and the attention of major advertisers? TipWorld, a growing collection of e-mail newsletters from IDG Newsletter Corp. operated in partnership with PC World Online Services. Above, TipWorld staff in front of the Boston office.

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New Kenyan licensee Upstart Ltd. publishes *PC World East Africa*, with a circulation of 3,800 in Kenya, Uganda and Tanzania.

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High-level Russian IT managers and business executives get their first glimpse of *CIO Russia,* published by new IDG licensee LBL-Baltic.

(FROM LEFT): ANITA DENNIS, ERIKA BAUER, SERENA HERR, GENE GABLE, **Jake Widman** and **Nathalie Valette** celebrate Publish's 10th year.

1996中国计算机世界展览会
CHINA COMPUTERWORLD EXPO 1996
1996中国计算机世界展览会(网络馆)
NETWORKING CHINA 1996
开幕典礼
OPENING CEREMONY

CHINA COMPUTERWORLD EXPO WAS HELD IN BEIJING AND WAS *the most successful event in the show's four-year history. The show drew 180,000 attendees and 232 exhibitors. Above, IDG Chairman* ***Pat McGovern*** *joins other dignitaries at the opening ceremony.*

GamePro Greece closes its September issue with 25 ad pages, its largest ever.

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Based on 1995 revenue of $606.4 million, IDG ranks No. 32 in *Advertising Age*'s annual listing of the 100 Leading U.S. Media Companies, up four spots and a 23% increase over 1994.

SEPTEMBER

The electronic commerce market is looking increasingly attractive and more vendors jump in: IBM unveils CommercePoint, Europe's UUnet ISP hatches an online payment system.

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GamePro's 30-minute TV program debuts with the latest gaming reviews, tips, techniques and behind-the-scenes looks at computer-based entertainment.

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PC World breaks the computer trade press mold by being a finalist in the 1996 Circulation Excellence Awards for "Best Circulated Consumer Magazine."

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IDG Norway launches its first consumer product, *Datamagasinet*, as a biweekly insert in one of Norway's largest tabloid daily newspapers.

> *"By being thought of as the company that offers clients the greatest strategic advantage, IDG gains the greatest share of the client's business."*
>
> **Peter Horan in 9/23 Onl ine column**

File Edit Conference Participants
Publish
Fredrik CRP&Design

Publish World Village, an online forum for the international electronic publishing community, debuts as a section of *Publish* magazine's Web site, *Publish* RGB. Information about IDG's seven sister publications in the design and electronic publishing market is included, which benefits clients but also fosters an exchange between the IDG publishing partners worldwide. Above, a real-time online conference in progress.

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Marbella, Spain is the site of the second Computerworld/InfoWorld Global Product Support Center circulation function meeting. Seventeen circulation managers from 14 countries throughout Europe, as well as Hong Kong, Singapore and Brazil, attend.

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Invited to address the 175 Ogilvy & Mather senior managers assigned to IBM's global account, IDG Marketing Services taps the expertise of 86 IDC analysts in 26 countries to develop a snapshot of the worldwide IT market and IBM's position in it.

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Jane Davey (left) and **Joanne Wittren** helped create Network World's Global Product Support Center to support the growth of the Network World brand, which includes 18 publications worldwide.

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Publish Australia, produced by IDG Australia, debuts at Adobe's Digital Print, Publishing and Design Expo.

❖ ❖ ❖

Golden, featuring enhanced editorial and a redesign (and a 65% increase in ad sales over last September) is relaunched as *Macworld France* at Apple Expo/Paris.

10+ YEARS

Nora Hörmann, 22 • Helga Biesel, 18 • Maria del Carmen Doehler, 16 • Steve Woit, 16 • Jane Creighton, 16 • Kevin McPherson, 15 • David Brown, 15 • Karin Giffhorn, 15 • John Gallant, 14 • Larry Bishop, 14 • Nicilmar Laino, 14 • Paul Gillin, 14 • Karl Koessel, 13 • Suresh Rajon, 13 • Claude Bril, 13 • Maureen Mottonen, 12 • Pierre Berger, 12 • Michael McCarthy, 12 • Anton Paunert, 12 • Ingrid Holzbauer, 12 • Juan Marques, 12 • Mary Gibbon, 11 • Heiderose Witte, 11 • Gebhard Osterwalder, 11 • Mary Gibbons, 11 • Janet Glynn, 10 • Gail Franks, 10 • Philippe Mingorl, 10 • Sylvie Neuhoff, 10 • Jean Paitel France, 10 • Philippe Monnin, 10 • Scott Lum-Duenas, 10 • Michael O'Neil, 10 • Elizabeth Phillips, 10 • Susan Thaxter, 10 • Linda Holbrook, 10 • Marianne Nichols, 10 • Angele Boyd-Meyers, 10 • Sui-Lan Vignal, 10 • Claude Giffard, 10

IDG Marketing Services rolls out Wave VII of its "Buying IT in the '90s" decade-long research project. This year's study, "The Internet's Impact on Corporate IT Buying — A Global Study," is the first global study of the effect of Internet and intranet-related technologies on the corporate purchase process for IT products.

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Information Superhighway Summit Asia
September 2-5, 1996
Raffles City
Convention Centre
Singapore

The Information Superhighway Summit, a collaboration between IDG Singapore's Exhibition and Conference Division and IDG World Expo/Asia, makes its Asian debut Sept. 2-5 in Singapore.

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The first Internet Market Outlook conference, sponsored by IDC, provided more than 150 IDC clients and prospects with a worldwide perspective of the evolving trends in the Internet market.

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IDC SENIOR VICE PRESIDENT JOHN GANTZ (LEFT) AND ORACLE CEO *Larry Ellison at the IT Forum.*

IDC's sixth European IT Forum, "Visions of the Information Society," drew 999 attendees to Paris, the most ever for the annual event. One of the highlights was the session chaired by IDC Senior Vice President **John Gantz** that featured Oracle CEO Larry Ellison and Microsoft CEO Bill Gates.

❖ ❖ ❖

IDG unveils the first Internet publication in China at the China Computerworld/Network World Expo, the largest computer exposition in China and one of IDG's 13 expos in the country.

NETWORK WORLD'S INTRANET MAGAZINE AND JOHN DIX (RIGHT) *honor Netscape's Vishal Nanda, one of the winners of the first Intranet Excellence Awards during a ceremony at NetWorld+Interop.*

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InfoWorld's **Jim Martin** moonlights as chief technology correspondent for "log-on tv," a TV show in San Francisco that helps consumers cut through "cyberhype."

Welcome to
INTERNET COMMERCE EXPO

The Internet Commerce Expo (ICE) had a hot debut in Anaheim, Calif. Nearly 12,000 attendees came to see cutting-edge intranet and Internet commerce products, services and applications from 137 of the industry's vendors.

❖ ❖ ❖

IDG Marketing Services and IDC spearhead events in Singapore and Japan to assist California companies interested in exporting their IT products abroad.

PC WORLD annex

PC World redesigns *The Annex*, the section of PC World Online that examines how technology is shaping the work, culture and daily lives of the people who use it on their own time.

❖ ❖ ❖

The launch event for *InfoLink/PC World*, IDG's first title in Sri Lanka, included the traditional Sri Lankan ceremony to chase away evil spirits for any new venture or special event. **Tim Clarke**, vice president of licensing for IDG International Publishing Services lights a wick while licensee **Zarook Marikkar** (right) looks on.

❖ ❖ ❖

IDG Chairman **Pat McGovern**'s visit to China includes stops at IDG's new office in Shanghai, the Ministry of Central Propaganda in Beijing and a performance of the IDG World Celebrity Series in Beijing.

❖ ❖ ❖

IDG BOOKS' C.J. YAM, ***John Kilcullen*** *and* ***Milissa Koloski*** *point out the ...For Dummies Web site.*

OCTOBER

10+ YEARS

Len Rust, 17 • Lloyd Cohen, 17 • Nancy Mallett, 17 • Cirilo Lopez, 16 • Ellen Markoff, 15 • Lucienne Bosser, 15 • Ruben Argento, 14 • Preben Engell, 14 • Miguel Hermosell, 14 • Mary Doyle, 13 • Karin Wirth-Wernitz, 13 • Valerie Shanks, 13 • Charles Babcock, 12 • Melvyn Bennett, 12 • Jim Martin, 12 • Sharon Bryant, 12 • Madeleine Spencer, 12 • Donald Bellomy, 12 • Kalman von Vajna Nagy, 12 • Lene Sekjaer, 12 • Jose Villacorta, 12 • Carol Spach, 11 • Jeff DeBalko, 10 • John Corrigan, 10• June Wallach, 10 • Susan Middleton, 10

IDC, *Network World* and *Federal Computer Week* support the Second Annual National Information Infrastructure Awards, which are supported by the White House and industry leaders and recognize innovation and excellence in interactive communications.

❖ ❖ ❖

Federal Computer Week's *Government Best Buys* editorial supplement reaches 103,000 IT buyers with the addition of 20,000 *Network World* readers.

❖ ❖ ❖

IDG plants first flag in the Baltics with the debut of *DatorPasaule/PC World* in Latvia. The new title has a print run of 5,000 and a pass-along readership of 25,000.

❖ ❖ ❖

Rich Marino is appointed president and CEO of PC World Communications, succeeding **Pat Kenealy**, who will head up a new venture for IDG.

❖ ❖ ❖

Former *FCW* Associate Publisher **Steve Vito** is named publisher of *Federal Computer Week*.

❖ ❖ ❖

Publish starts its second decade of publishing on the right note, as the October issue beats all revenue records for the title. Together with a supplement, the combined folio carries 160 ad pages within 240 total pages, making it *Publish*'s biggest issue ever.

❖ ❖ ❖

THE EXHIBITION AND *Conference division of IDG Singapore, staffed by (from left):* ***May Loo, Rita Goh, Ong Ngee Ming*** *and* ***Rosalynn Chua,*** *became part of IDG World Expo/Asia this year.*

❖ ❖ ❖

IDC opens its first dedicated market research center in Moscow and its fourth office in East/East Central Europe.

❖ ❖ ❖

Computerworld, Inc. launches CareerAgent, an innovative Web-based tool to give IT professionals an easy way to find IT and business skills training and build successful careers.

❖ ❖ ❖

In a move designed to capitalize on the global strength of the *PC World* brand, IDG's South African licensee IT Media relaunches *Software World* as *Southern Africa's PC World*. Team members include **Simon Gotley**, **Lara Solomi**, **William Coates** and **Patricia Scholtemeyer**.

❖ ❖ ❖

CIO and *WebMaster* earn gold and silver awards, respectively, in *Folio*'s Ozzie Awards for magazine design excellence. *Computerworld* earns gold and silver awards from *Folio* for excellence in circulation direct marketing.

❖ ❖ ❖

IDG News Service's Image Bank puts first photo online to accompany News Service story from Hong Kong.

❖ ❖ ❖

GamePro Online rated one of America Online's top gaming sites and ranks as one of the most-visited Web sites with more than three million hits per month.

❖ ❖ ❖

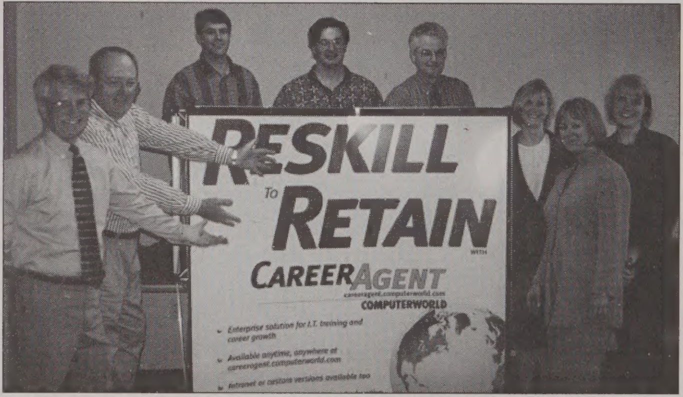
IDG Marketing Services/EMEA convenes the first meeting of the Europe, Middle East and Africa Account Team (EAT). Composed of the advertising managers from each IDG country office in the region and IDG Marketing Services' Client Services team, EAT's intent is to integrate the sales approaches of both groups to give major decentralized clients a seamless European account management system.

❖ ❖ ❖

IDC's Research Template Team, comprising eight individuals in three IDC departments, creates a tool that has dramatically shortened the time it takes to produce a research document in print and online forms.

❖ ❖ ❖

Computerworld's Magazines Group launches *Emmerce,* the first and only Webzine that explores the emerging electronic commerce market.



CAREERAGENT SALES AND DEVELOPMENT TEAM GATHER AROUND ONE *of its trade show displays.*

IDG Books Worldwide convenes its largest gathering of *...For Dummies* translation publishers at the Frankfurt Book Fair.

❖ ❖ ❖

IDC recognizes its top U.S. sales performers. **Terri LeBlance Bergstrom** garners "Salesperson of the Year" honors for two straight years.

❖ ❖ ❖

IDC hosts its annual Global Accounts Council for almost 50 of its top customers and reviews substantial progress made by the company on eight key issues raised by major customers at last year's gathering.

❖ ❖ ❖

Computerworld Romania celebrates its third anniversary.

Once a one-color, 16-page bimonthly geared to a general business audience, the title is now a full-color biweekly targeted to IT users.

❖ ❖ ❖

IDG Marketing Services captures third prize in pumpkin-carving contest sponsored by San Francisco's Transamerica Building Complex.

❖ ❖ ❖

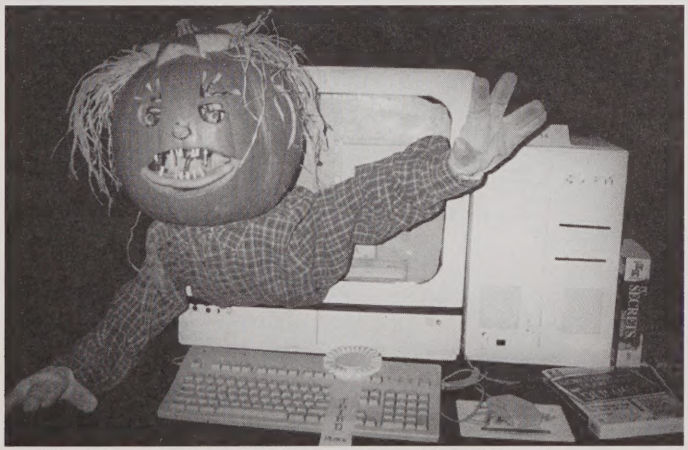
Critically acclaimed by the local IT industry to be the best exposition in the country, the second Romanian Computer show, organized by IDG Romania, drew 20,000 IT professionals to Bucharest.

❖ ❖ ❖

IDG Hungary's Webzine, *Internetto,* is voted the No. 1 Hungarian Web site by local Internet access providers. *Internetto's* Editor-in-Chief, **Andras Nyiro**, is awarded special recognition for media excellence.

❖ ❖ ❖

IDG licensee DT Media Group hosts launch event for more than 50 prominent members of the Latvian IT community to celebrate the debut of *Dator Pasaule/PC World.*



IDG MARKETING SERVICES CAPTURES THIRD PRIZE *in pumpkin-carving contest sponsored by San Francisco's Transamerica Building Complex.*

NOVEMBER

FCW Government Technology Group launches *civic.com,* the first print magazine and Web site designed for volume IT buyers in the U.S. state and local government. The magazine debuted at Comdex and begins a monthly publishing schedule in January with a controlled circulation of 50,000.

❖ ❖ ❖

The first European edition of *InfoWorld* lands on customer's desks with the launch of IDG Netherlands' *InfoWorld Nederland.*

NOVEMBER

BT and MCI announce plans to merge into a $42 billion global telecommunications giant.

❖ ❖ ❖

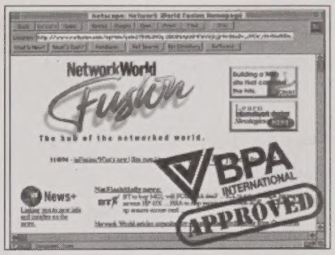
Network World Enterprise Editor **Charlie Bruno** is the featured network industry expert on the U.S. television series "Technology Today."

❖ ❖ ❖

IDG Books Worldwide's *...For Dummies* series celebrates its fifth anniversary. After *DOS for Dummies* created a publishing phenomenon, the brand continues to gain strength with 230 titles and 30 million books in print in 32 languages.

❖ ❖ ❖

ExecuTrain extends its global master franchise lineup to include China, Sweden and specified territories within the Mediterranean region.



Netscape: Network World Fusion Homepage
NetworkWorld Fusion
The hub of the networked world.
News+
BPA INTERNATIONAL
APPROVED

Network World Fusion makes history as the first online trade publication to receive an official BPA Web audit. For the first time, advertisers buying "cyberspace" can verify the audience they are targeting on the Internet.

❖ ❖ ❖

PC World and *Family Circle* introduce the first stand-alone computing guide for women, *Computers Made Easy.* On the eve of its release, the two companies announce they will produce two more issues of the publication per year beginning in 1997.

❖ ❖ ❖

Computerworld unveils a new look for itself and its online service, @Computerworld, at Comdex. CW's print transformation was completed just 12 weeks after the initial conversation with the design consultant.

❖ ❖ ❖

BERKOWITZ

Steve Berkowitz, who most recently served as chief operating officer and publisher of IDG Books, is named president and publisher. CEO **John Kilcullen** will devote more time to new business development.

WORLD
Chili 'n Black Bean Chili
Chefs
Sandy Reed
Chris Shipley
Lia Lorenzano
Donnie Burke

INFOWORLD WINS THE BEST VEGETARIAN CHILI AWARD AT THE *Micrografx Chili for Children Cookoff at Comdex. Team members include* ***Donnie Burke, Lia Lorenzano, Chris Shipley, Kara Murphy*** *and (missing from photo)* ***Sandy Reed.***

VON HEIMBURG

IDG business unit managers from more than 40 countries journey to San Francisco for the IDG Worldwide Managers Meeting. The annual Chairman's Awards were one of the gathering's highlights, with 14 awards distributed for management excellence.

Topping the list were **York von Heimburg**, managing director of IDG Magazines in Germany, who won the Chairman's Cup for overall management excellence, and **Setsuro Tamai**, president of IDG World Expo/Japan, who earned Entrepreneur of the Year.

* * *

Macworld holds its first *Macworld* Professional Publishing Program to give new employees an overview of the *Macworld*-specific publishing process from concept to completion.

* * *

Singing their way through such favorite tunes as "What a Computer World" and "I Heard It Through the E-mail," a group of talented IDG Denmark employees provides the after-dinner entertainment one evening during the IDG Worldwide Managers Meeting.

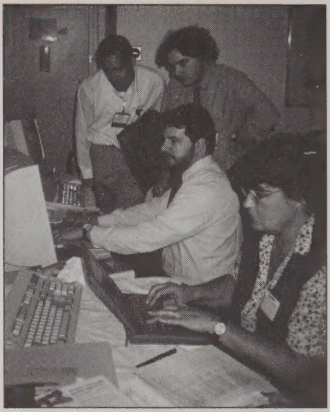
* * *

Computerworld's **Gary Beach**, Network World's **Colin Ungaro**, **Joel Deceuster** of IDG Marketing Services and InfoWorld's **Jim Martin** introduce Enterprise World at Comdex. The collective reach and power of the Enterprise World program services as an excellent launch platform for advertisers needing to make a significant impact on the enterprise market within a relatively short time.

* * *

With the second issue of *Publish Australia*, IDG Australia becomes the first publisher in the IDG family to produce an all-digital, mixed-content commercial magazine using Computer-to-Plate technology.

* * *



IDG journalists took advantage of the IDG News Services' best-equipped newsroom ever at Comdex. **Colin Kruger** of *CW Thailand* (top left) and **Philip Sim** of *CW Australia* look over he shoulder of IDG New Service Editor-in-Chief **Rob Gar-retson** while *CW Danmark*'s **Dorte Toft** files a story.

> *"Technology has allowed individuals to be very effective at their jobs while traveling and operating from distant locations. I believe that we will see this [telecommuting] trend continue to grow as we become more and more networked around the globe."*
>
> ***Jim Casella in 11/4 On line column***

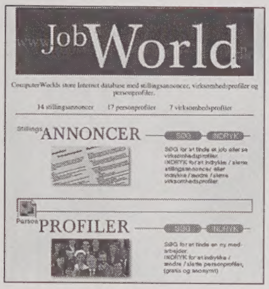
10+ YEARS

Ted Bloom, 29 • Laura Kunzmann, 18 • Karen Weston, 16 • Susan Perry, 16 • Sheryl Merchant, 15 • Michael Masters, 15 • Sylvia Stier, 15 • Craig Pierce, 14 • Jayne Boyer, 14 • Pat Murphy, 14 • Alice Longley, 14 • Jim Connolly, 13 • Birgit Götz, 13 • Klaus Uhe, 12 • Diane Deflorio, 12 • Bjorg Elin Brodersen, 12 • Kirsten Rådberg, 12 • Sebastião Teles Filho, 12 • Fernando Rodriguez, 11 • Isabel Campo, 11 • Klavs Andersen, 11 • Andrea Kühler, 11 • Manfred Weiss, 11 • Edith Holmes, 10 • Marianne Kraus, 10 • Don Hill, 10 • Martin Taylor, 10 • Jose Luis Diaz, 10 • Sergio Saenz, 10 • Jeff Edman, 10 • Jake Widman, 10• Shannon Dolan, 10

DECEMBER

IDG gets coverage in the most recent issues of *Forbes ASAP*, *Forbes* and *Upside* magazines.

❖ ❖ ❖



JobWorld

ComputerWorlds store Internet database med stillingsannoncer, virksomhedsprofiler og personprofiler.

14 stillingsannoncer   17 personprofiler   7 virksomhedsprofiler

Stillings ANNONCER — SØG — INDRYK

SØG for at finde et job eller se virksomhedsprofiler
INDRYK for at indrykke / slette stillingsannoncer eller indrykke / ændre / slette virksomhedsprofiler

Person PROFILER — SØG — INDRYK

SØG for at finde en ny medarbejder.
INDRYK for at indrykke / ændre / slette personprofiler, (gratis og anonymt)

IDG Denmark introduces JobWorld.dk, a fully searchable jobs database offering users a full spectrum of job opportunities from retailing to engineering, IT to pharmaceuticals, in Denmark and abroad.

❖ ❖ ❖

PC World's December issue surpasses two previous *PC World* records with 290.66 ad pages and $5.5 million in revenue.

IDG becomes the first IT publisher to offer advertisers a network of online sites with a common audit as BPA International completes a ground-breaking analysis of nine IDG sites.

❖ ❖ ❖

Thanks to a new program called TempWorld, IDG offices in Framingham have access to a cost-effective pool of temporary office workers. The program is modeled after programs at IDG Books offices in California and Indiana.

❖ ❖ ❖

IDG Marketing Services concludes its world tour of the latest "Buying IT in the '90s" research study, "The Internet's Impact on Corporate IT Buying: A Global Study," with a stop in Salt Lake City, Utah. A total of 820 people attended the 10 presentations in the U.S., Canada, U.K., France, Germany and Japan.

> *"We are proud to report that we do indeed have Internet publications that are profitable. In fact, JavaWorld from Web Publishing was the first Internet-only publication to turn a profit, and it did so within just a few months of its launch."*
>
> ***Kelly Conlin in 12/2 On line column***

DECEMBER

A year of falling DRAM prices take its toll on vendors' expansion plans — companies in Japan, Taiwan and South Korea all adopt a wait-and-see attitude rather than forging ahead with new production lines.

❖ ❖ ❖

The IDG Directory, a comprehensive listing of every IDG business unit worldwide, is available as part of IDG Central via Lotus Notes or IDG's Web site.

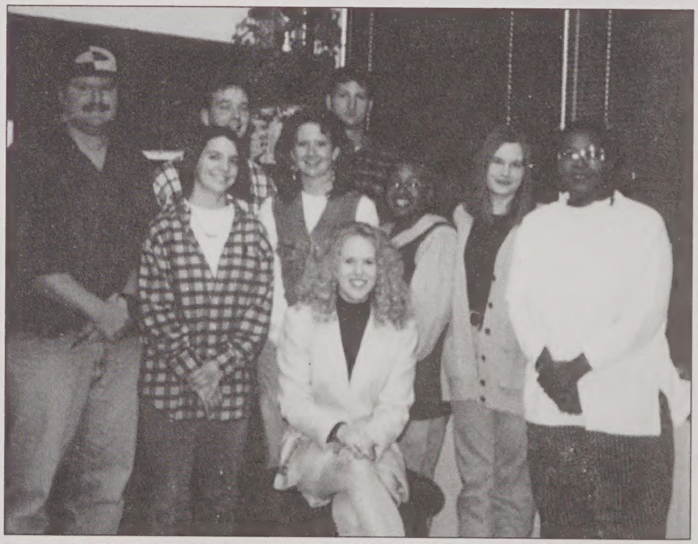
❖ ❖ ❖

IDG licensee Znak Publishing Ltd. launches the biweekly *Computerworld Hrvatska* in Croatia, the only IT title in its market to appear more frequently than monthly.

10+ YEARS

Stephen Josselyn, 14 • Steven Brown, 14 • Rick Ciliberto, 14 • Adrian Mello, 14 • Micaela de Almeida, 13 • George Clark, 13 • Christopher Glenn, 12 • Claudiney Santos, 12 • John Watts, 10 • Ellen Cross, 10 • Debra Guilfoyle, 10

A GROUP OF TEMP WORKERS AT IDG BOOKS' CALIFORNIA *office pose with HR administrator **Amanda Patton** (seated, center).*



HR ADMINISTRATOR MEGAN BOESE (SEATED) JOINS A GROUP OF IDG *Books/Indianapolis employees who started as temps.*

A Hot Time at *CW*

Those who have worked with him know that nothing stops **Pat McGovern**.

Nothing.

Wind, rain, snow, sleet, competitors, broken airplanes, hostile governments and minor deities have had no appreciable effect.

To this list you can add fires.

Every holiday season Pat attempts to visit and speak with as many IDG employees as possible. That is what he was doing last week at *Computerworld* when the fire alarm went off. Another company in the same building was in flames. Everybody out.

Computerworld employees swarmed into the parking lot, but Pat never missed a beat. In the great out of doors he resumed his rounds of the *Computerworld* IS staff with whom he had been chatting when the alarms went off.

"Merry Christmas."

"How are you being treated?"

"What can we do better next year?"

"Thanks for all your hard work."

It was business as usual, under the big wide sky. Nothing stops Pat.

Nothing.

COMPUTERWORLD
Santa Ships MS-Claus 1.0

The staff of *IDG World Update* would like to extend special thanks to our volunteer photographers:

Steve Stamates, InfoWorld, Angie Weber, PC World, Leticia Lehane, Computerworld, Odessa Guevara and Kellie Duncan, IDG Books; Francis Mao, GamePro.

We encourage anyone interested in having their photographic efforts showcased in the pages of *IDG World Update* to contact the editors.

恭賀新禧

Season's Greetings
Meilleurs Voeux
Felices Fiestas
Поздравляю
أطيب التمنيات

From the staff of the
IDG World Update.

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.